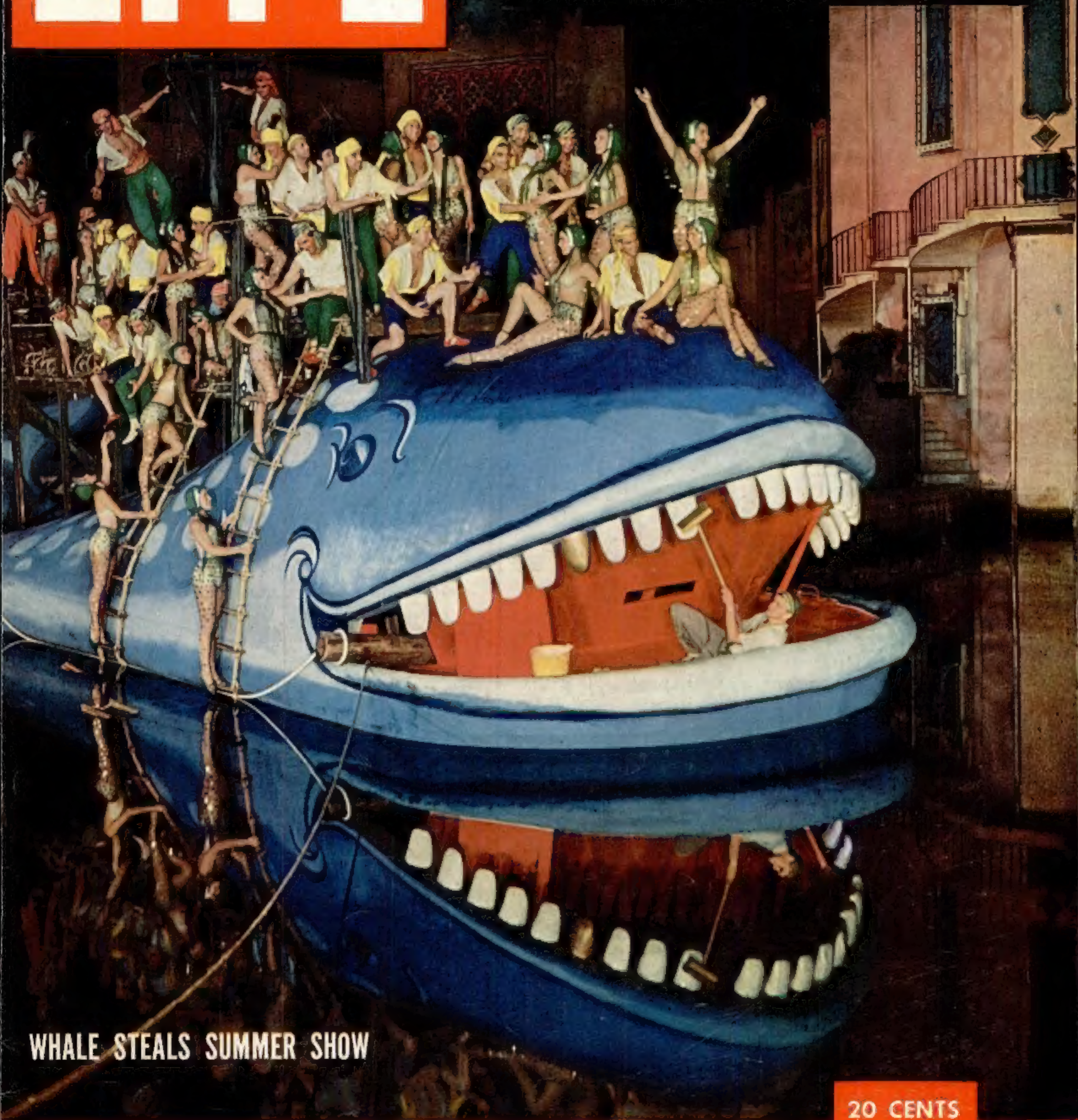


# LIFE

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AUGUST 2, 1954



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## on Lane's August sale specials!



Graceful Modern Chest with self-lifting tray. In blond oak, as shown, model #3074. Available in Seafoam mahogany, model #3072. Lane table #546. Chest sale price: **\$49<sup>95</sup>\***

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**Modern** in Seafoam mahogany. Self-lifting tray; drawer in base. Model #3076. Also in walnut, #3080. Sale price: \$59.95\*



**"The Hampton"** Queen Anne lowboy. Mahogany with rubbed satin finish. Drawer in base. Model #3079. Sale price: \$69.95.\*



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## LETTERS TO THE EDITORS

### END OF A CIVIL WAR

Sirs:

In "The End of a 12-Day Civil War" (LIFE, July 12) you show a young anti-Red, just released from prison, whom you identify as "Mario Sandoval embracing his fiancée." That is not Mario but Gabriel Martinez del Rosal and the lady with him is his wife.

In 1951 my cousin Mario helped Colonel Carlos Castillo Armas to freedom when our leader dug his way out of the Penitenciaría Central where he was kept prisoner after his first unsuccessful coup d'état attempt against the Reds. Mario was made a prisoner 18 months ago, just before he was to marry Miss Eloísa Madrazo. I am enclosing a picture (below) of Mario Sandoval and his fiancée, taken just before he was imprisoned—this time, as you Americans put it, the real McCoy.

ANTONIO SANDOVAL-MARTINEZ  
Austin, Texas



SANDOVAL AND FIANCÉE

### MEET ME IN ST. LOUIS

Sirs:

I laughed until I cried at "Meet Me (Pop!) in (Crash!) St. Louis, (Squawk!) Louis" (LIFE, July 12). Although I wasn't on that tour I recall de-feathering (accidentally) flighty chickens on narrow country roads, asking Pop to let me out to light the taillight, hastily putting up side curtains in a sudden squall, etc.

WINIFRED W. DREYER  
Kansas City, Kan.

Sirs:

From 1878 on my favorite girl playmate was Ruth Huss. Ruth and I each had a slightly younger brother. Little nuisances, we thought them, but we tolerated them just enough so that the four of us picked wildflowers and climbed trees in Fuller's woods through many a happy summer. . . . And once Dwight Huss, whose auto adventures you described, sent me a valentine. It said:

"If you love me as I love you  
No knife can cut our love in 2."

MINNIE EISENHARD ECHERT  
Evans, Mo.

Sirs:

I saw the tour passing through a mudhole near Utica. As a matter of fact, I went to this particular spot a couple of days in advance and prayed for rain. As cars bogged down, I put on my newly invented chains for the drivers who were willing to experiment. They pulled through in good fashion and made the name Weed Chains famous almost overnight. In later years the story was circulated that I went to a low spot and watered it to make it muddy. I picked the spot all right but didn't furnish the water.

COL. HARRY D. WEED  
Southport, Conn.

● Mr. Weed invented the first tire chains used in this country and gave his name to the Weed Chain Tire Grip Company which has now become the American Chain and Cable Company, biggest producer of tire chains in the world.—ED.

### BRUTAL SPECTACLE

Sirs:

You should have shown the grisly eyes of those people who watched that bloodcurdling, brutal fight ("A Brutal Spectacle," LIFE, July 12). Such a picture would have shown the most cruel of all the species, the human kind.

LORENZ GRAF  
Bellingham, Wash.

Sirs:

Have you any historical proof that any pope ever witnessed with delight scenes similar to this brutal display?

COL. L. W. ROOK  
Carrizo Springs, Texas

● In 1459 Cosimo de' Medici put on a show for Pope Pius II in which bulls and lions were thrown together, along with dogs and a giraffe.—ED.

Sirs:

I was chilled by the bull vs. lion story. But how kind you were to us in your next article! Having shaken our faith in the "civilized" men of today, you restored it in your lovely vignette of the tender rites accorded a newborn Moslem baby.

ELEANOR D. FOWLER  
Indianapolis, Ind.

### AGONIZING REAPPRAISAL

Sirs:

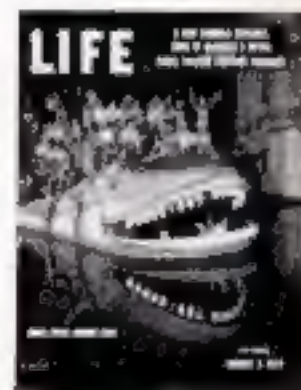
A new policy along the lines you prescribed in your editorial, "Agonizing Reappraisal" (LIFE, July 12), is mandatory if we and our most dedicated allies are not to become victims of the widening ring of defeatism and appeasement.

HAROLD A. JESSEN JR.  
New York, N.Y.

Sirs:

Must we Americans now choose allies not for their virtue, devotion to freedom and eagerness to discover a creative alternative to war—but instead because they are "unafraid to risk war"? . . . If we are to build a

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just society, secure in peace, we must not contaminate ourselves with unjust means and dictatorial allies.

MRS. HALLOCK B. HOFFMAN  
Pasadena, Calif.

Sirs:

In your fine editorial you say: "But for purposes of drawing a line where we will resist Communism by force, what allies can we count on? Several countries have already proved themselves at least as brave on this score as the U.S."

In view of the fact that the countries which you mention have been fought over and fought on while we, although providing men and arms, have remained relatively immune, don't you think it would be more gracious if the phrase were reversed, i.e., "We have proved ourselves at least as brave on this score as they have"?

CLARA WEEKS

Richmond, Va.

#### LAURA SITS OUT FLOOD

Sirs:

Falcon reservoir which you say the Rio Grande flood filled ("Laura Lee Sits Out the Worst Flood in Rio Grande's History," LIFE, July 12) will hold four million acre-feet of water. At present there is a little over two million acre-feet in storage.

DR. ROBERT SPALTEN

San Antonio, Texas

● Although the dam could handle almost twice as much water as is in it now, it is filled to its general operating level since 1,685,000 acre-feet must be kept in reserve for future floods.—ED.

#### MAYHEM IN THE SUN

Sirs:

We who witnessed the 2½-hour battle between a lone crazed man and 45 Indianapolis police ("Mayhem in the Sun," LIFE, July 12) feel the Indianapolis police department should get a great big demerit. When it takes an army of police 2½ hours and an estimated 10,000 bullets to subdue one man there's something wrong. You didn't mention in the story that either machine guns brought out to the scene jammed or else the police didn't know how to work them. . . .

M. JACKSON

Indianapolis, Ind.

● The machine guns jammed at the beginning of the battle but were used in the final assault. The Indianapolis police are now discussing protective shields with the FBI.—ED.

#### NEW MIRACLE-MAKER

Sirs:

This article on anhydrous ammonia ("Farmers' New Miracle-Maker," LIFE, July 12) will, I am sure, be of great interest to farmers and nonfarmers alike. It could, however, be misleading because it gives the impression that the application of nitrogen alone can bring about abundant crop yields. Such is rarely the case. . . . A 100-bushel corn crop requires approximately 130 lbs. of nitrogen, 55 lbs. of phosphate and 120 lbs. of potash as well as other elements.

RUSSELL COLEMAN  
President

The National Fertilizer Association  
Washington, D.C.

Sirs:

The grass is greener than you think! Instead of 30,000 tons of anhydrous ammonia for direct application, more than 350,000 tons will be used this year—a growth of 900% in six years.

THEODORE A. DOLINSKI

American Cyanamid Company  
New York, N.Y.

#### BILLY-GOAT BALLET

Sirs:

After preparing the picture below to send to LIFE, I was chagrined to discover that you had just printed a picture of a boy and a goat ("Billy-Goat Ballet," LIFE, July 12). We were visiting a delightful spot on Whiteface Mt., N.Y. when a little goat joined my boy Buckie, 7, at a fountain of cold spring water.

M. C. FLEMING

Pittsburgh, Pa.



ANOTHER BOY AND GOAT

#### FLIGHT OF FANCY

Sirs:

As a boy on the farm I used to sing "Scratch me Charley, I've got barley down the leg of my drawers." I wonder if Pier Angeli ("Flight of Fancy," LIFE, July 12) knows this song? She should because the so-called "ripened wheat" she is racing through is really a field of barley with millions of prickly barbs wafting in the breeze.

G. RENE HALL

Highland Park, Mich.

● Barley it is.—ED.

Sirs:

Many thanks for the artwork on Pier Angeli. This sailor wouldn't trade two movie minutes of Anna Maria Pierangeli for 10 in-the-flesh years of Marilyn Monroe! I hope Hollywood's shallow glamor doesn't spoil her natural charm.

R. B. GEORGE

Moffett Field, Calif.

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JAMES B. UTT



J. ARTHUR YOUNGER

## CONNECTICUT:

← CALIFORNIA: MAY 12

# SPEAKING OF

## President boosts campaigners

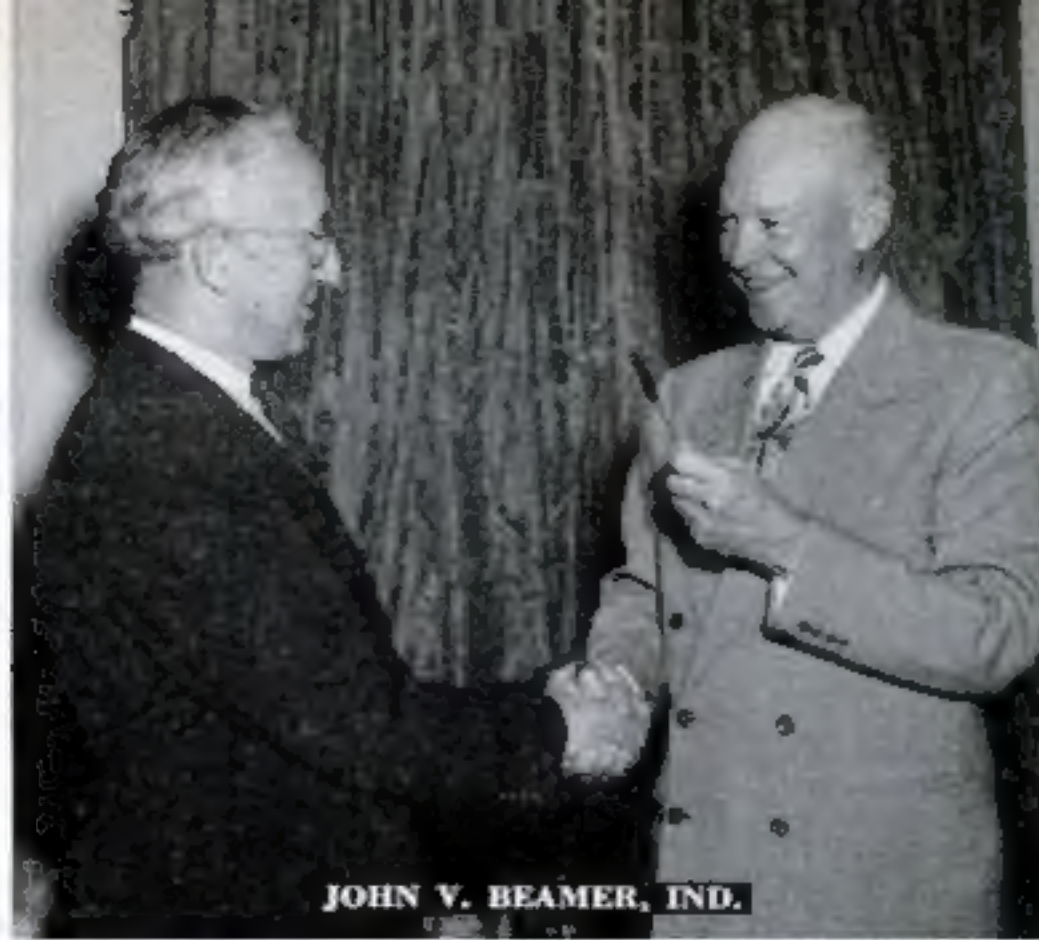
Just about the best thing that could happen back home to the 219 Republican congressmen up for re-election next fall would be a visit from the President and a chance to pose with him for pictures in the home-town newspapers. Thanks to some enterprising politics and assembly-line photography, many of the congressmen have gotten the next best thing: individual pictures with Ike, all of them taken without ever leaving Washington.

Some of them singled out for help because they face tougher-than-average election races, the representatives were invited in groups to the White House by the President. There, stepping forward





ANTONI N. SADLAK



JOHN V. BEAMER, IND.



WILLIAM G. BRAY, IND.



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JUNE 1

SEVEN STATES: JULY 16→

# PICTURES . . .

with some personal photographs

one at a time, they shook the hand of Eisenhower as a camera recorded each individual moment of glory. Working at a picture-a-minute clip on several days, Photographer Robert Brockhurst had little opportunity to get much variety in the compositions, some of them shown here. Representative D. Bailey Merrill of Indiana even came out looking devilish (*right*), the light fixture behind making it look as if his head were sprouting horns. (The horns were touched out.) Each candidate will use his picture only in his own district, and the photographs are already being mailed back home to help get election campaigns under way.



PETER FRELINGHUYSEN JR., N.J.



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\*Pityrosporum Ovale, which many authorities recognize as the cause of infectious dandruff.

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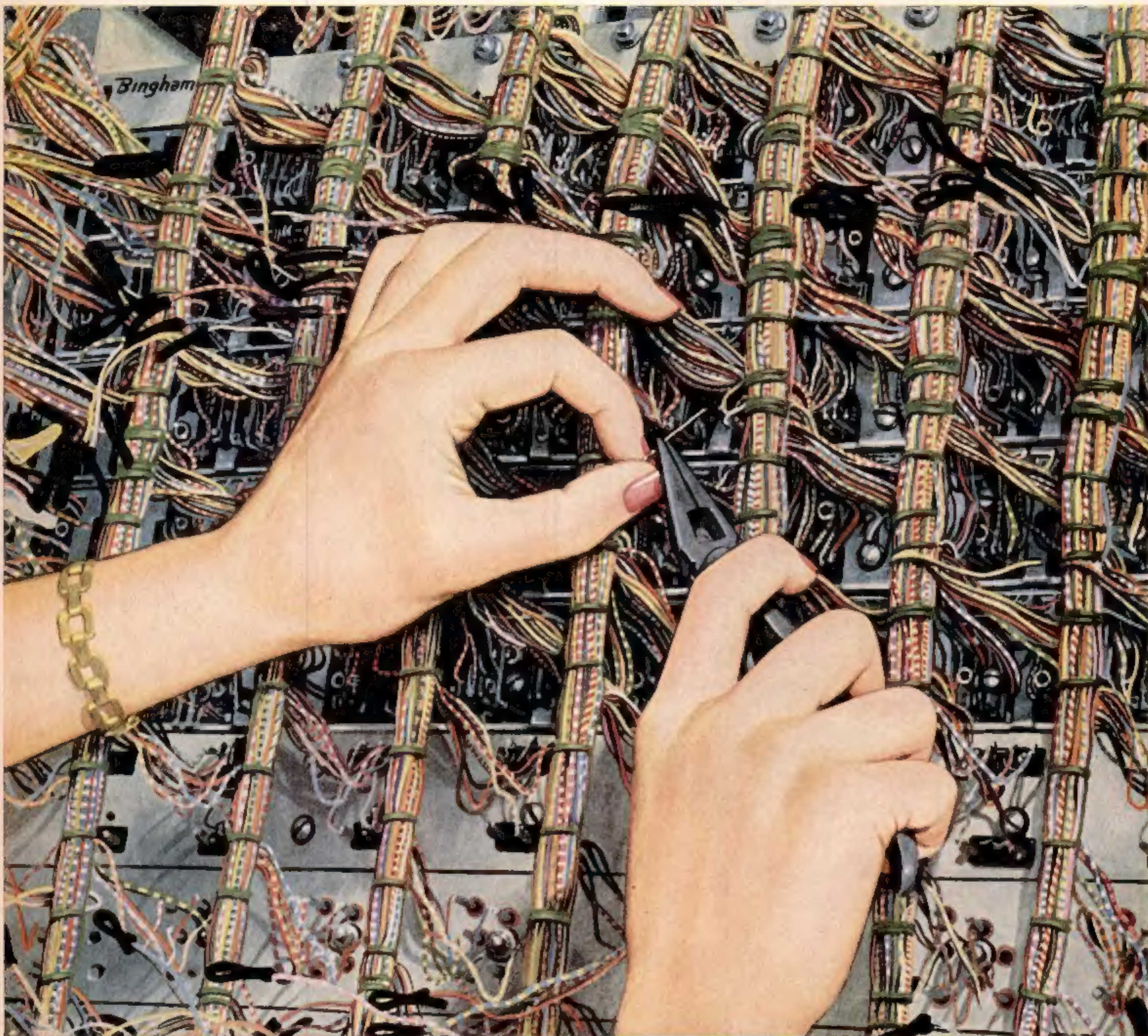
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This One



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sponse . . . the smooth silky "Go" of Ford power. Ford, you know, is the only car in its field that offers a V-8 engine. Then, too, there's the roadability and "solid" feel that only Ford's Ball-Joint Front Suspension can provide.

## These **FORDS** top the Best-Seller list

*Worth More when you buy them . . .*

*Worth More when you sell them*



### *The Ford Skyliner*

For the first time ever in Ford's field, you can own a "hardtop" with a transparent roof! And the sweeping beauty of this new type of car is only a clue to what lies within! Interiors are either nylon or nylon-vinyl combinations . . . tailored

to a decorator's taste. And you can have the most advanced optional power assists. Only Ford in its field offers power steering, power brakes, power windows *all around*, a 4-way power seat and Fordomatic Drive.



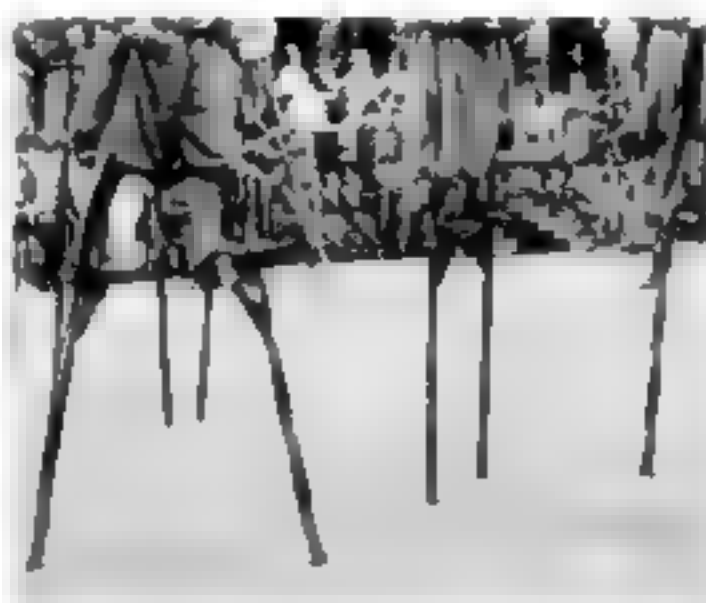
### *The 4 Ford Station Wagons*

More people buy Ford station wagons than any other make! One reason is Ford's choice: two 6-passenger Ranch Wagons, and the 8-passenger Country Sedan and Country Squire. But, more important, Ford has proved that station wagons

can be beautiful and comfortable—as well as completely *practical*. All Ford station wagon are noted for the ease with which they can be converted from "utility" cars to passenger cars. V-8 or Six—Ford is your best station wagon buy.

*Your Ford Dealer cordially invites you to come in for a Test Drive*



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A CHARMING SNAKE AT A SUMMER THEATER, SOME NEW MODEL KILTS AND OLD-FASHIONED STILTS, A SKIN DIVER'S PRUNE-SKINNED HAND

## O TEMPORE, O MORES, O CASEY, O PRUNES!

The ever-changing times, new customs and new scientific discoveries are always challenging old ideas, demanding their constant re-evaluation. This week, for example, thanks to the wizardry of statistics, it seems no longer necessary to shed a tear at the immortal lines:

Oh, somewhere in this favored land the sun is shining bright,  
The band is playing somewhere, and somewhere hearts are light;  
And somewhere men are laughing, and somewhere children shout,  
But there is no joy in Mudville—Mighty Casey has struck out.

In light of the remarkable new formula for re-evaluating baseball team and player efficiency developed for LIFE by Branch Rickey (pp. 78-89), it could be that another line from Ernest Lawrence Thayer's classic is more to the point: "... They'd put even money now, with Casey at the bat." Some diehards may still insist that Casey was a bum. But they had better take a good look at his lifetime performance in the light of the formula before finally making up their minds.

Other sure signs of the changing times come to light this week. Kilts, whose occasional appearance outside their native Scotland has until recently been the signal for alarm or raucous laughter, are now (pp. 60, 63) about to introduce a radical new look in American skirts. An upsetting of cherished theories about children is noted in the supermarket shopping story (pp. 49, 51). The American summer theater is also undergoing a change, with some new faces (pp. 71-77) and a startling spectacle (see cover).

To offset this sense of disturbing change, however, some old customs are being revived—in Brussels an old and colorful one (pp. 42-44) reappears, and in Venice the ancient art of making fabulously beautiful glass is once again prospering (pp. 53-58). But most heartening is the evidence, on pages 20-21, that man had better not try to make any permanent shift to a new element: he may succeed in staying under water for a long time, but he winds up looking like a prune.

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SPRAWLED ON MAT IN COMMUNIST EXCHANGE TENT IN HAITHUON, A STARVING FRENCH PRISONER AWAITS EVACUATION. BESIDE HIM ARE LEMON AND

## THE FACE OF DEFEAT AND THE FACE

As the pitiful living "dead" came back from captivity at Dienbienphu, the diplomats in Geneva signed a pitiful paper that forfeited almost everything the soldiers had fought for. Emaciated men whose glazed, wide-eyed stare were caught in Howard Sochurek's moving photographs, the soldiers were survivors of a nightmarish 400-mile Communist death march that followed Dienbienphu's fall 12 weeks ago. As they stumbled over steep jungle trails, enduring dysentery, malaria and malnutrition before they were finally exchanged by the Reds,

the diplomatic redoubts crumbled at Geneva, leading last week to an armistice by which the French and the Vietminh halted their war. And from many parts of the world and from many people, who had suffered less at the hands of the Reds than these prisoners, came an audible sigh of relief.

Outwardly at least the Communist rebellion in Indochina, which flickered and flared for almost eight years, had been ended before it could ignite a third world war. But the Communist price for peace was steep. In Moscow

*Pravda* crowed that the Geneva truce was a great triumph for the Soviet union, and Molotov's smile mirrored the victory. In the U.S., at least, there was no attempt to dispute the Kremlin's claim or Molotov's right to smile.

The truce severed Vietnam, like Korea, at the waist and the Vietminh could claim 12 million new subjects for the Communist world. This was the bitterest side of a bad bargain that Pierre Mendès-France—who sought the bargain—confessed had some "cruel" clauses. But for the new fast-moving French premier, who





CIGARETS DOLED OUT AS PARTING GIFT BY REDS

# OF VICTORY

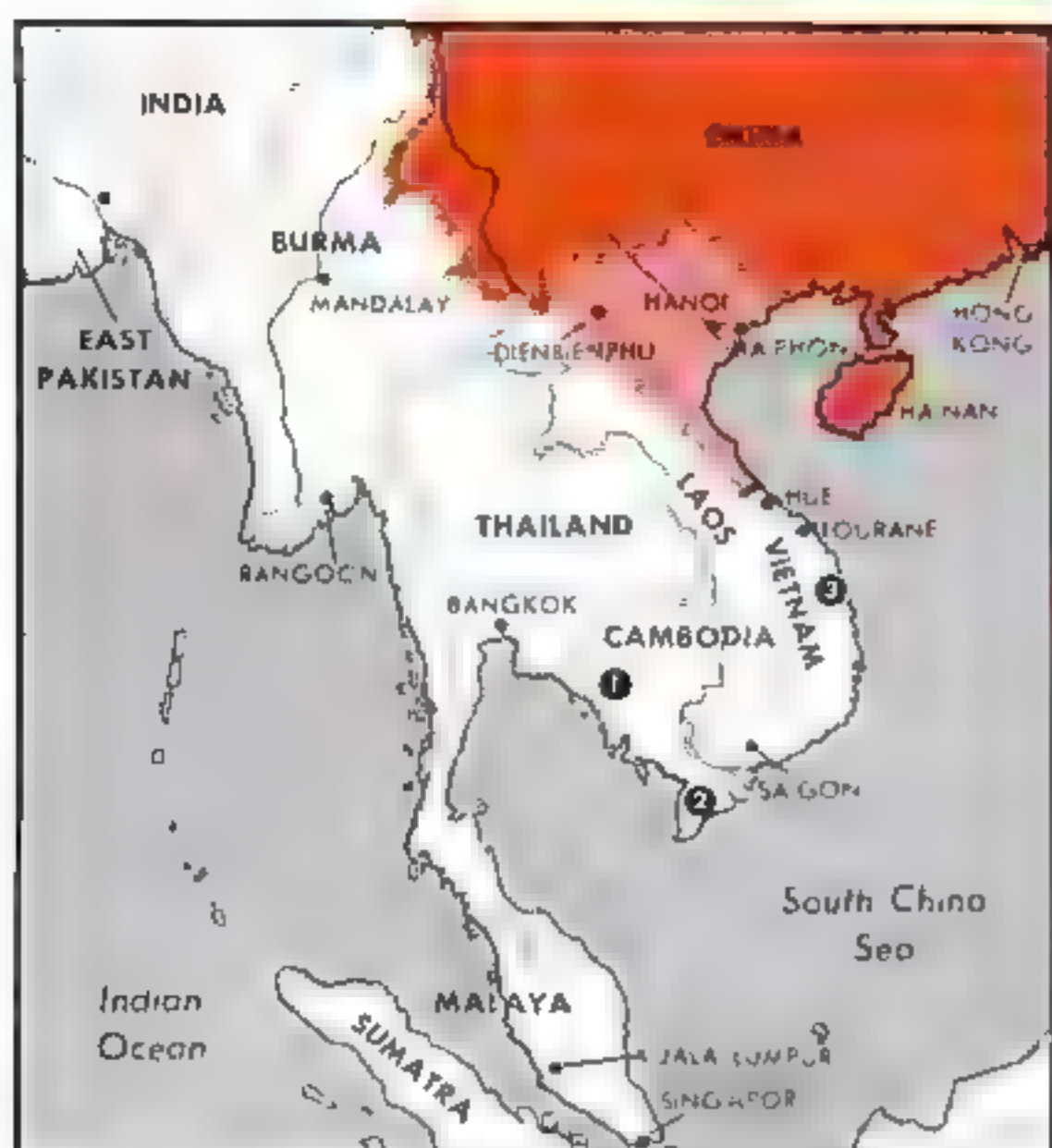
seemed to be promising the moon when he proclaimed that he would get a cease-fire in a month or quit his office, the truce did represent a remarkable personal achievement. In England, Foreign Secretary Anthony Eden was hailed as a hero for his role as peacemaker. The U.S., which did not sign the truce, did agree to respect it—but with forebodings. The cadaverous condition of men who survived a Communist death march seemed an ominous forecast of the kind of treatment the forsaken millions in Indochina can expect from their new rulers.



CLOSE TO A SMILE—closer than he usually comes—Molotov is mightily pleased with results of

Geneva. He is shown leaving French headquarters after pre-truce talk with Mendès-France and Eden.





**NEW RED DOMAIN** recognized by truce (pink) covers half Vietnam, part of Laos. Reds at points 1, 2 and 3 are to evacuate.

## A FEW PEOPLE AT LEAST FIND REASON TO BE GLAD

Molotov was not the only one pleased with the truce. In Hanoi some 1,000 pernicked-up Communist collaborators (right) had equal cause to celebrate when, after a few perfunctory speeches, they were sent away ~~sent~~ free by the French. In Paris Mendiès-France, welcomed home with hugs and handshakes, won the National Assembly's relieved approval for his truce settlement by a 162-113 vote.

Hanoi has an 80-day reprieve and Haiphong a 10-month period of grace before the Reds move in. During this time the French promised to evacuate any Vietnamese who want to go. But seeing the way paved for the Reds to gobble up all of Indochina and possibly the rest of southeast Asia as well (see map), most reconciled themselves to staying behind. Under the truce the Vietnamese are to evacuate their guerrilla pockets south of the 17th parallel—though by making clever withdrawals they could leave an effective force to gnaw at the French. Certainly they will go to any lengths to win the election now scheduled for July 1956. If by any chance the Geneva agreement gave some in the West faith in the Communist's sense of fair play, it was rudely shaken last week when two Russian-built MiGs shot down a British passenger plane over the China Sea.



**SIGNING TRUCE** in Geneva, Cambodian Defense Minister Nhek Tholeng gets a signature from Vietnamese Deputy Defense Minister Ta Quang Bui, his former classmate at St. Cyr. French military ~~control~~ Cambodia lost none of its territory to Vietnam.

**GOING FREE**, Communist collaborators squat in Hanoi prison court awaiting release by French. Clemency act precluded truce.







**GRIN FROM CHOU** ends private talk between Mendès-France and Chinese premier at Frenchman's villa in Geneva. There they ironed out some of the last truce obstacles.



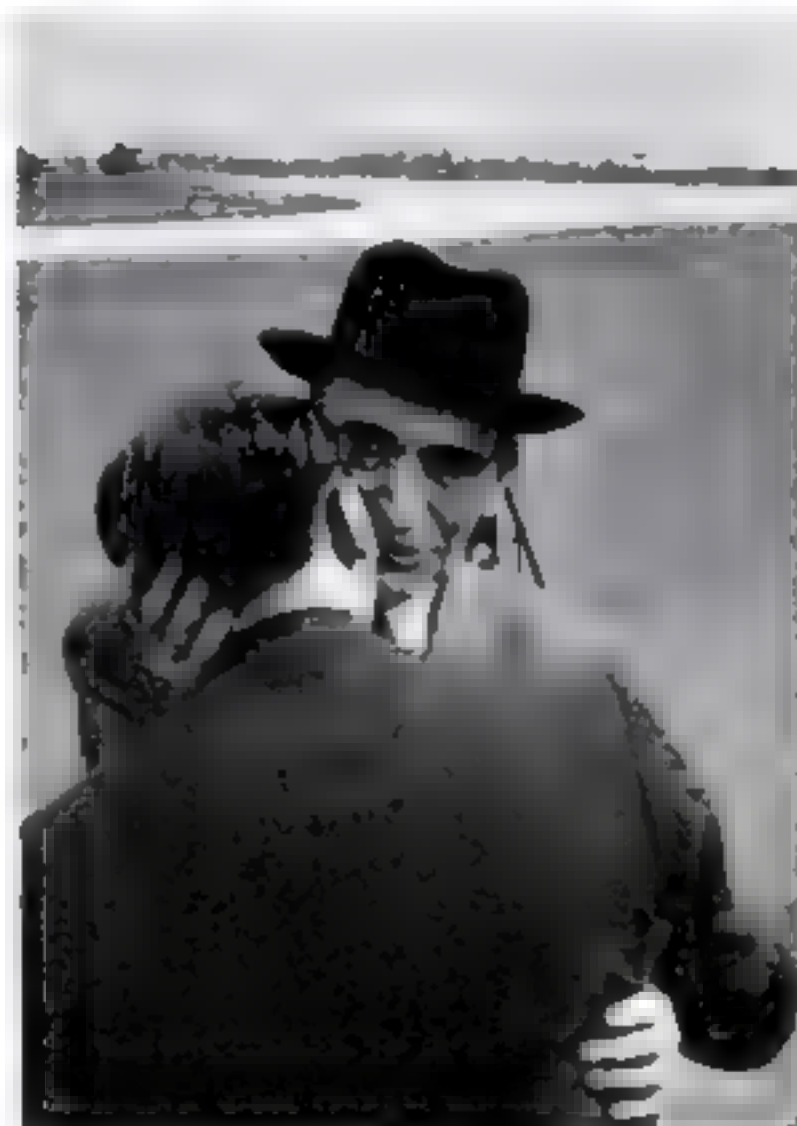
**GRIN FROM EDEN** came after late dinner conference between the British foreign secretary and the French premier one day before the signing of the cease-fire documents.



**NO SMILE FROM SMITH** is visible as the U.S. Under Secretary of State says goodbye to Mendès-France at Geneva. Smith came for armistice signing mainly at French request.



**GREETING FROM MOTHER** awaited the arrival of Mendès-France in Paris. Cabinet members and friends surround him at airport. Next day French Assembly approved his truce.



**HUG FROM PAPA** at airport and Mendès-France hurries downtown where (right) he and his wife enter Quai d'Orsay to prepare successful report to the National Assembly.





# THE MOURNERS TALK OF 'PERFIDY' AND 'MANY DEATHS FOR NOTHING'



**FORLORN GENERAL**, Vietnam's Nguyen Van Van, stares at the floor of his office in Hanoi after getting news of the truce. He wanted to fight on and organize guerrilla force to harass the Communists.



**DEFEATED STATESMAN**, Vietnamese Foreign Minister Tran Van Do, stands numbly at French headquarters in Geneva. He resigned, blaming truce on "the perfidy of . . . friends," meaning the West.



**WEeping PW**, a veteran of Dienbienphu death march, breaks down as evacuation ship pulls into Haiphong. French Union suffered 172,000 casualties in "the dirty war," including 48,000 missing.



**HOMELESS CHINESE**, a Nationalist mother and two children, wait in Hanoi to board plane provided by the Taiwan government, which organized its own evacuation to save 10,000 Chinese from the Reds.



**BITTER GENERAL**, René Cogny, visits front line for last time a few hours before truce was signed. He made a despairing comment, "Too many deaths for too few results, too many deaths for nothing."



**GLOOMY JOURNALIST**, Bui Anh Tuan, an anti-Communist Vietnamese, broods over truce bulletin. "We've lost confidence in France," he said, "and now we've lost confidence in Britain and the U.S."



BREAK AND REEL THE MEAGER REWARDS  
OF I-2342 FOR THE MEAGER PROMISE  
AND WITNESSED BY DEATH MARCH VETERAN







THIS RARE PICTURE OF THE FILIBUSTER, TAKEN

## A HISTORIC

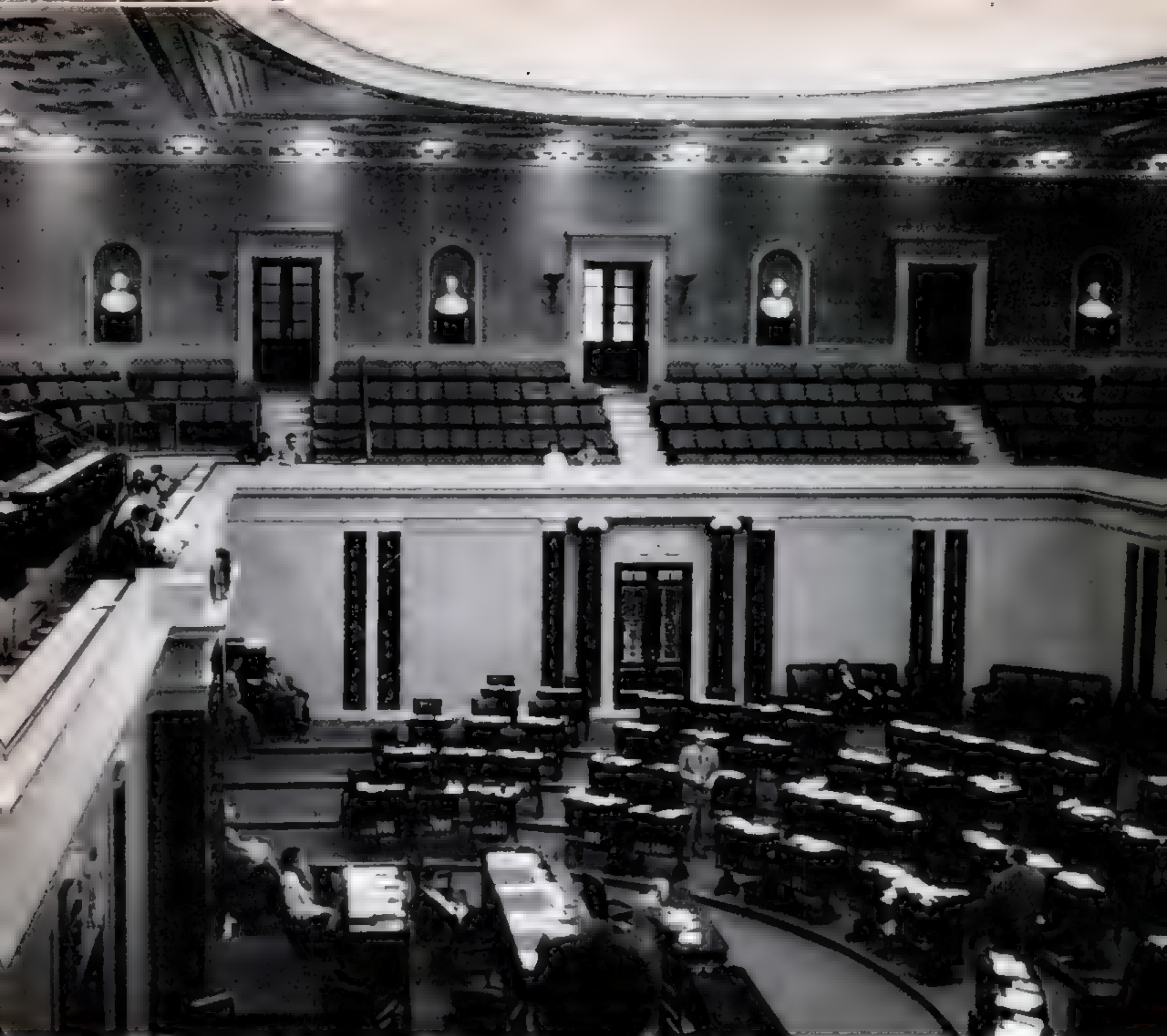
### Opposition engages in atom bill

Words, thousands of them, droned endlessly across the nearly deserted Senate floor through the long Washington night. Legislators caught snatches of sleep in offices or went home to escape briefly from the filibuster which had halted normal Senate business. A filibuster is possible because the Senate maintains a proud tradition of allowing unlimited debate. A determined minority can hold the floor for days by interminable speech-making and sometimes thwart the worn-out majority.

The business at hand last week was S. 3690, an Administration-sponsored bill revising the Atomic Energy Act, and a presidential directive issued in June ordering the AEC to deal with private power concerns for construction

← AT DAWN FRIDAY PAGES NAP ON SENATE PORCH





EARLY LAST SATURDAY, SHOWS SENATOR MORSE ADDRESSING SENATOR KNOWLAND (RIGHT) ON EMPTY SENATE FLOOR. PRESCOTT BUSH PRESIDES (LEFT)

# FILIBUSTER

talkfest as GOP program waits

of a big power plant near Memphis. The TVA had plans to build its own plant to do much the same job. Democrats favoring TVA and public power generally protested that the Eisenhower directive and some parts of S. 3690 severely undercut both, and the battle was on.

After S. 3690 had been debated seven days, Majority Leader William Knowland, seeking adjournment by July 31, sent the chamber into continuous session. A majority amendment had backed up the presidential directive, but the undaunted minority, striving to kill the bill as now written, kept the filibuster drawing around the clock, blocking consideration of key farm and foreign aid legislation and dimming chances of early adjournment.



**SLEEPING DEMOCRAT** Price Daniel of Texas stretches out in Marble Room near Senate chamber



**SLEEPING REPUBLICAN** Alexander Wiley of Wisconsin retires to his Senate committee office



# A RESCUE HELICOPTER RESCUES A HELICOPTER



**HOOKING UP.** the hovering helicopter lowers its grappling hook to one of the salvage crew to be connected to cable slung around the wrecked fuselage





**TAKING OFF**, salvage aircraft climbs laboriously out of the brushwoods surrounding Sandspit Lake. The extra rope is to prevent fuselage from spinning.



**UNDER WAY** and slowly bound for Marathon, helicopter is in trouble because cargo, in spite of extra rope, swings broadside to wind, reducing speed.

## A vertical airlift out of the Canadian wilderness almost makes it

A big Sikorsky S-55 helicopter, trying to land last April on Sandspit Lake in the inaccessible bush country 30 miles north of Marathon, Ontario, skidded on the ice and crashed into the shore. Although the helicopter was badly damaged, the insurance company, Lloyd's of London, figured the \$160,000 craft could be repaired for \$90,000 and decided to salvage it. Seaplanes flew out lighter pieces, but the fuselage was too heavy. This problem the salvagers

solved by sending a helicopter to rescue a helicopter. The salvage 'copter bravely struggled out of the brush with its cumbersome cargo. But the wreck proved too bulky for the rescuer, which had to jettison it on a road 11 miles from town, where it was picked up by a truck. In spite of this mishap Lloyd's judgment proved to be right. The battered helicopter, it found, could be patched together as good as new for even less than the original estimate.



**DROPPED CARGO** lies on country road 11 miles from Marathon, while salvage crew carries off a crumpled float which had been stowed inside body.





**SLEEPLESS FISHER** sits at night in a rubber tube anchored by lines. Under him is his specimen

aquarium. Food and tool kit hangs on coral cliff below underwater lamp. At right he reserves air tanks.



NOTE FOLLOWING HEADACHE WAS FALSE ALARM

## FISHLIKE LIFE FOR 24 HOURS

**Diver survives cold, pressure**

For 24 hours last week Ed Fisher, 26, of Miami came closer than any man to living like a fish. Clad in a skin-tight rubber suit without any hose connection to the surface, he camped for a day and a night 30 feet under water off Florida. Compressed air from a portable breathing device enabled him to complete his marine marathon. Every hour a helper, often accompanied by LIFE Photographer Peter Stackpole, dived to hand him a fresh tank of air.

Fisher spent the time collecting coral and watching barracudas. When darkness came he shook with cold. He felt weirdly dehydrated in a world of water. Pressure headaches led him to scribble a despairing note (*above*). But he stuck it out. He came up with wrinkled hands (*opposite page*) and haggard face to prove camping under coral cliffs is still best done by fish.



**SPEARING FISH**, he ate it raw. Food was tasteless, since Fisher had to hold breath while eating.



**DRINKING FRESH WATER** through hot water bottle tube, he had to remove air hose from mouth.



**MAPPING CAMPSITE**, he followed wrist compass and marked his bearings on waterproof cloth.









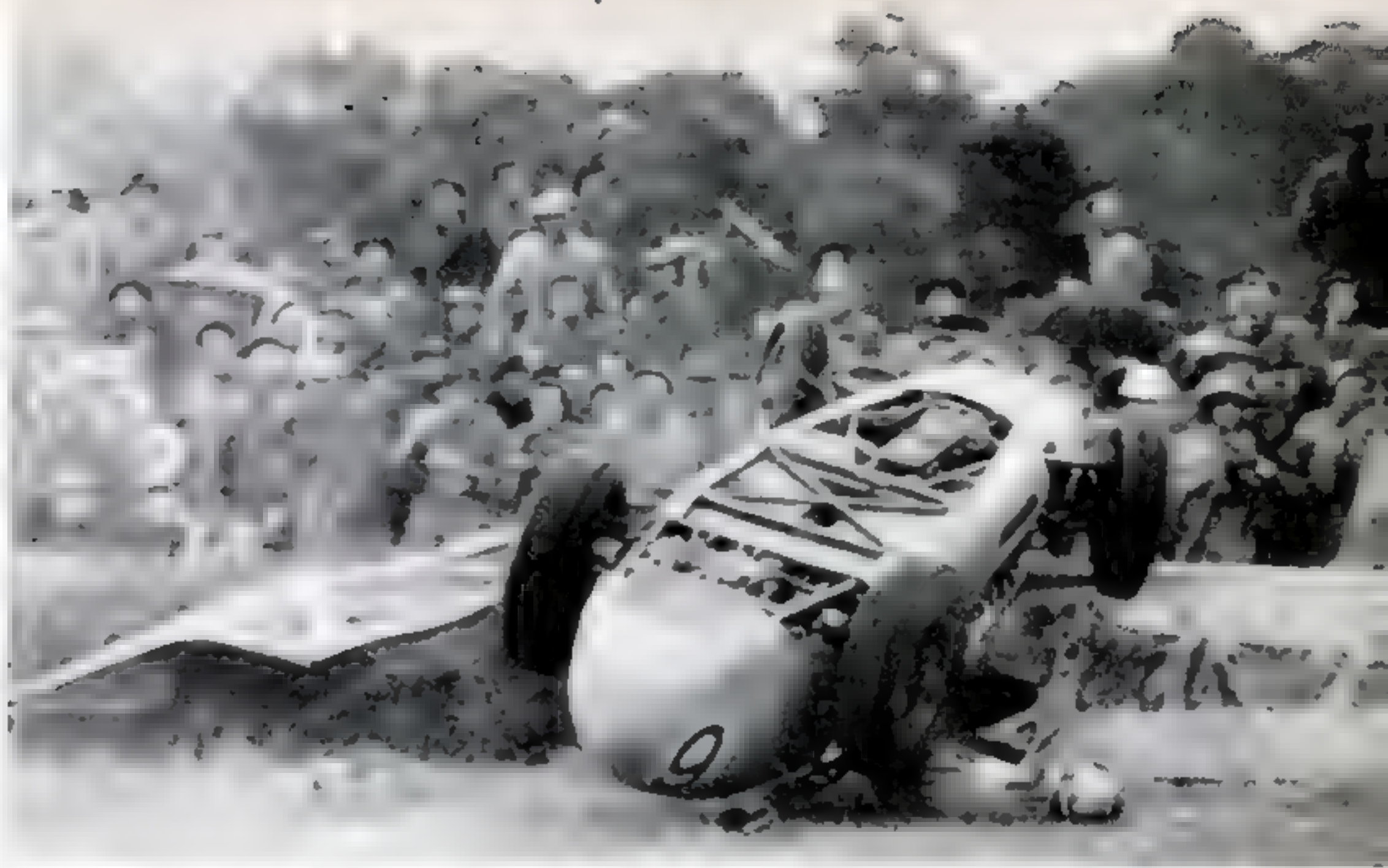
**HIGH BOTTLE** Far above the call of duty, heads of Allentown Pa.'s first TV station climbed their 460-foot tower for a dizzy champagne christening.

**HOT HOPPERS** As 100° heat aggravated the severest drought in history in parts of Kansas, Missouri and Illinois, another plague beset farmers. As





the grass on which they feed dried up, grasshoppers invaded cornfields. Near Tipton, Mo., Walter Kuester could only stand helplessly as hoppers chewed his withered stalks to tatters.



**DRIVER'S LUCK** A car skidding on a corner in a British auto race at Silverstone rolled over three times, missed the crowd, flipped driver free, unhurt.

**DAVID'S DRUM** When David Eisenhower tried a new drum, his grandmother and Rep. Henshion were resigned, but his grandfather winced visibly.





# INDOCHINA AND THE NEXT EMERGENCY

The Communist press claims the Indochina truce as a major victory. The free world press (while piously fabricating the usual silver linings) acknowledges it as a defeat. There can be no disputing these judgments.

What, then, is the moral? Obviously the world situation is worse than it was before the truce took place. It is worse still than before the Korean truce, when we retained some choice of pursuing that war to victory. Today, Korea looks less and less like "the wrong war, at the wrong place, at the wrong time." Tomorrow, in comparison with the next battlefield, Indochina may look like a far more favorable battlefield than it did at the time. Every "little war" we fail to win makes U.S. involvement in the next war more certain, for the next one simply must result in a free world victory. In short, the U.S. is in greater danger of war now than before Geneva.

NATO has just released new estimates of Russian and Red European military strength: six million men under arms; a mobilization system which could produce 400 divisions within a month; 20,000 planes, mostly jets; a network of jet airfields

whose number has trebled since 1951; 300 submarines; "substantial progress in atomic, chemical and biological warfare," and in guided missiles. Red China has at least four million regular troops—twice as many as in 1950.

The U.S. also is armed, and some of its allies; but can the seriousness of our effort be compared with Communist seriousness? The U.S. military spending, at \$46 billion, is about 15% of our national income. Thanks to the praiseworthy budget and tax reforms of Secretary Humphrey, it is scheduled to be even more painless next year. Unfortunately, that painlessness ill accords with the new urgency of our world situation.

We cannot and need not match our manpower with Red infantry. Nor do we need another "new look" or a wholly new foreign policy. But the state of our military preparedness has many gaps that justify additional appropriations, perhaps as much as \$5 billion worth. Whatever the figure, we need to be surer than ever that we are ready to take the lead against the next emergency of Red aggression. For we cannot be excused next time.

## ONE RED CHALLENGE WE SHOULD NOT MEET

If you can take your eye off the Yanks and Indians a moment, pay attention to the real sports news of the year: the Russians are winning practically every international sporting event they enter. They and their satellites have broken nearly a dozen Olympic records and they are a sure thing to clean up at Melbourne in 1956. They are fulfilling a task decreed them by the All-Union Sports Commission: to "mobilize powerful detachments . . . in all types of sports for the conquest of national, European and world records"—not *pour le sport*, but *pour la propagande*.

Championship by political decree is a kind of *reductio ad absurdum* of the rumblings that are heard in our legislatures when the State U. football team isn't doing very well. The Red government is sparing no expense to find, train and reward winners in every sport, whether previously played in Russia or not. A few years ago ice hockey, Western style, was unknown there; a few months ago the Russian hockey team won the world championship from the hitherto unbeatable Canadians. Same thing happened in rowing this month at England's 125-year-old Henley Royal Regatta, with 30 countries entered. The Reds unveiled their speed skaters (not entered in the '52 Olympics) in Japan last January and swept all the firsts, even against the Olympic champion, Andersen of Norway. In recent months also Red skiers won six international events, Red weight-lifters have beaten the champion Americans, Red gymnasts won half of all the medals and the team title in this year's 23-nation meet at Rome and a Red basketball team is the current champion of Europe. Since the Russians claim to have "invented" baseball, it would not be surprising to find that they have also secretly created a world-beating nine in some Siberian fastness, to be exhibited at the proper moment.

The Russian sports mobilization makes no pretense of amateurism. Promising athletes are picked out of the army, school, factories, the MVD or wherever, organized into "clubs" and camps where they live and train free of financial worries. The clubs have quotas and norms like any other Communist industry, and the only sporting slogan inculcated is "win." In Olympic competition, according to the noble sentiment of the Frenchman who founded these modern

games, Baron Coubertin, "the essential thing . . . is not so much conquering as fighting well." This is a real yak in the Russian world of sports. Only victories, and plenty of them, are considered good Communist propaganda.

This approach has raised a question about the Reds' Olympic eligibility. Avery Brundage, president of the '56 committee, is in Russia now, watching their monster sports festival and picking up what dope he can about Red training methods. Whatever he finds out, it is doubtful that the Russians will be excluded from Melbourne on these grounds; no Olympic official wants to make an international issue of the touchy subject of amateurism. What is more likely is the disappearance of amateurism in other countries. If prowess is to be the sole standard, the U.S. would certainly want to be represented by teams like the Detroit Red Wings rather than by part-timers who, in the classic definition of the amateur, "won't accept a check."

But how badly does the U.S. want to meet this particular Red challenge? We have "won" (the scoring is unofficial) six of the last seven Olympics, losing only to Hitler's souped-up Germans in '36. In '52, the year of their debut, we beat the Soviets by only 610 to 553½. We can't possibly win in '56—not without an organized national effort on a scale similar to their own. This is not so much a question of amateurism as of drive, organization, money and training time—"overemphasis" with a vengeance.

It may sound like an advance alibi, but we say to hell with it. We like our sports the way they are. If sports are to be part of the cold war, they cease to be either hygiene or entertainment and become a form of mass biological experiment instead. But it is already sufficiently well known that enough athletes training hard enough in one specialty can go on "improving the breed"—i.e., breaking that one record—*indefinitely*. (It is also well known, as Arthur Brisbane would have said, that a full-grown gorilla could lick them all.) Sports to us are part of a way of life which holds that the human body is pretty well designed already, to be kept at its best by stress and strain, but not at the expense of mind and soul. If defending that idea means competing for second place, so be it.





This is the full 13-Egg  
Angel Food Cake Mix

*Now, even higher, lighter, more  
gorgeous than ever. The whites of  
13 Country-Fresh Eggs are right  
in the package. Water is all you add.*

**New! Pillsbury Angel Food Cake Mix**





# you can tell



**Y**ES — one quick glance at our 1954 General Motors beauties and you know why they're winning this year's automotive popularity contest hands down.

Like the car the folks in our picture are enjoying. Look at the sweep of that panoramic windshield. Look how gracefully the top curves into the rear deck.

These exclusive General Motors style touches are typical of the many trend-of-tomorrow design features

which distinguish our handsome new line of cars.

Add the performance delivered by GM's better-than-ever high-compression engines. Add the smoothness of GM's equally famous automatic transmissions, available on all our cars, standard on some. Add such GM features as Safety Power Steering — Power Brakes — the Autronic Eye. And it all totals up to one simple fact — your key to greater value is the key to a General Motors car.



# at a glance



"Be careful—drive safely"

# GENERAL MOTORS

*leads the way*

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • *All with Body by Fisher* • GMC TRUCK & COACH





**DOES** it matter what children drink in summer?

More and more people think it does. And when *one* summer drink—*fresh lemonade*—is so much better for you, doesn't it make good sense to serve it to your family? Fresh lemonade is a pure, natural fruit drink. No artificial flavorings, preservatives or carbonation! It's rich in vitamin C—the vitamin that children (and adults, too) need every day, especially in summer. Why not start your family on a better summer drink habit?

Serve *fresh lemonade*, the *one* summer drink that's more cooling ...more healthful, too!

Costs less than a nickel for a big, delicious glass.



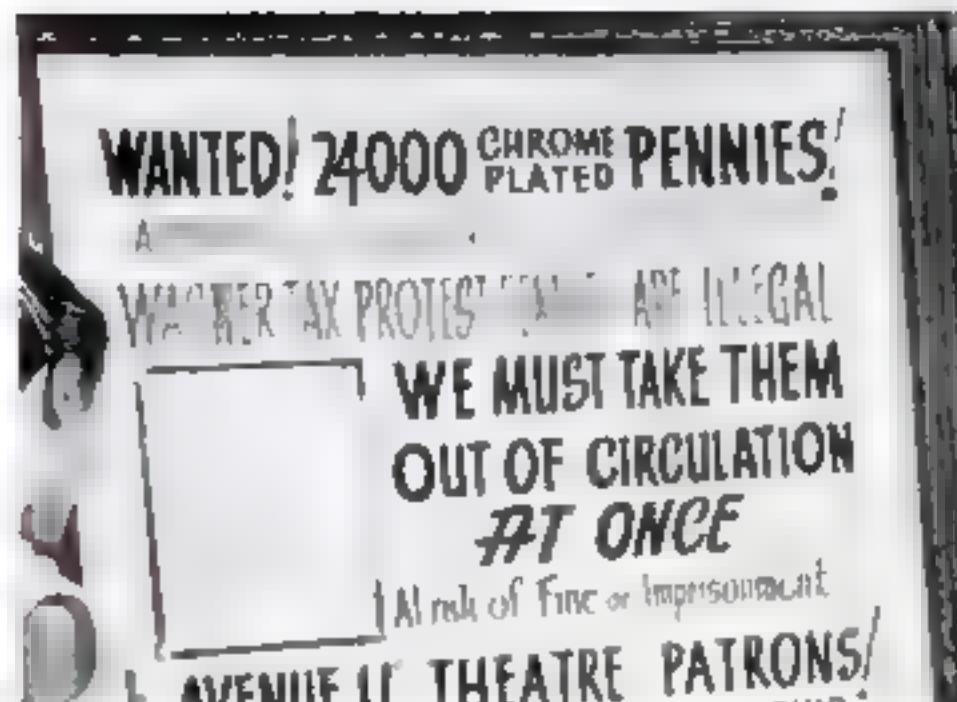
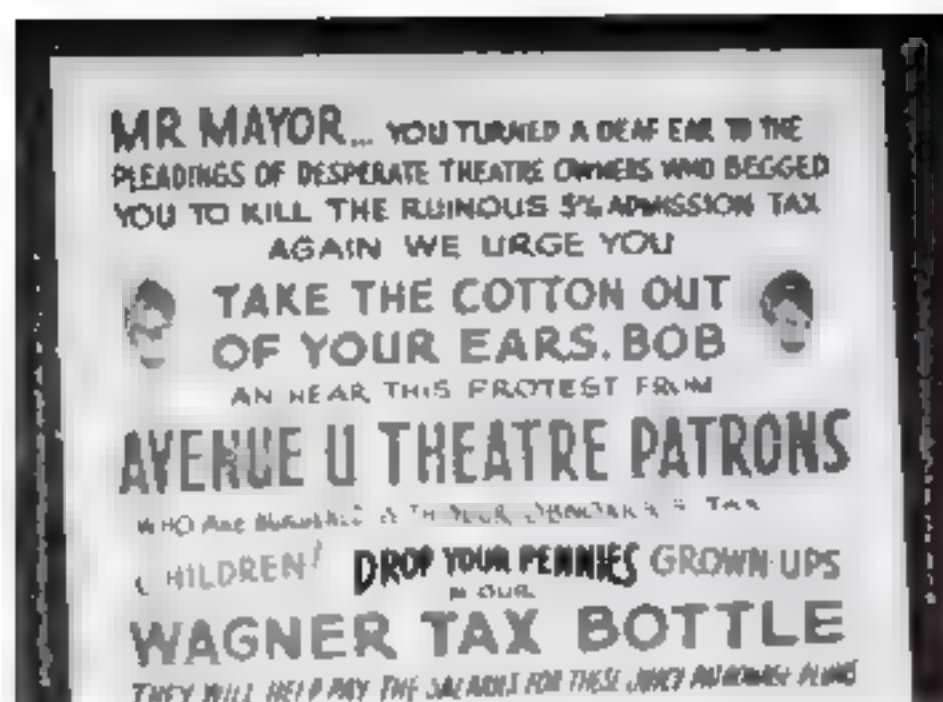
**Fresh  
Sunkist Lemons**

*For lemonade and iced tea*

**AMERICA PREFERS** the lemon flavor for iced tea. Iced tea calls for fresh lemons to enhance its flavor, make it more cooling. Serve generous, squeezable wedges of Sunkist Lemons—finest and juiciest from California and Arizona. Don't forget Sunkist Lemons the next time you shop.

Only lemonade made from *fresh* lemons gives all the flavor and aroma that nature gave the fruit itself.





SERIES OF APPEALS traces the history of Albert Greene's troubles. First poster (left) announces chromed penny campaign. Second poster (center), after

Treasury crackdown, urges return of coins so far distributed. Final message was flashed on theater screen to prevent kids from plating pennies to look chromed

## CHROMED CALAMITY

Wise kids, Secret Service spoil tax protest



GREENE AND PENNIES

Aroused over a recently imposed city 3% amusement tax, a Brooklyn movie-theater operator named Albert Greene hit on an attention-getting way to protest it. He had 36,000 pennies chrome-plated, to be circulated as a reminder to his patrons of the "terrible, awful" tax. Most of the coins had already been disbursed when the U.S. Treasury suddenly warned him that it was illegal to tamper with the currency and gruffly ordered him to round up every chromed penny. Down came Greene's tax protests. Up went an appeal for the coins' return, offering two copper pennies for each chromed one.

But Greene's troubles had only begun. First he had to pacify a mother with \$3 worth of free tickets, the cost of having a chromed penny removed from her tot's stomach. Then kids, hoping to make a killing on the 2 to 1 exchange, began presenting pennies they had plated with their home chemistry kits. Finally Greene himself was driven from home by the stench from his bathtub, where 23,800 pennies so far returned lay soaking to clean them after dechroming. As for the missing 12,200, Greene desperately hoped the Treasury would feel sorry for him and forget the whole thing.



ACID TEST in box office determines whether penny is chrome-plated or chemically plated counterfeit. Glass contains part of day's net of chromed pennies.



AT SECRET SERVICE OFFICE Greene arrives with coin bags 20 minutes after 4 o'clock deadline. But his business has boomed since his troubles began.





**PLEASED PAIR,** Maureen and her fiance, Norman Brinker, are shown at the time of engagement in 1953.



**DEFENDING CHAMPION,** Maureen triumphed at Wimbledon this year for her third straight title.



**MAUREEN CONNOLLY PATS COLONEL MERRYBOY,** GIVEN HER AS PRESENT LAST YEAR BY A TENNIS ADMIRER

## LITTLE MO'S MIXED BLESSING

**Horses, which brought romance to tennis champ, now disrupt career**

Since she was 10, Maureen Connolly has been hard put to choose between a tennis racket and a horse. First she became fascinated with horses, then grudgingly forsook them to concentrate on becoming the queen of world tennis, winning the first of three straight U.S. women's tennis championships at 16 (*LIFE*, Sept. 7, 1951). After that, she took once again to horses and found that they led down enchanting paths. She met

Norman Brinker, crack horseman and member of the U.S. Olympic equestrian team, and they became engaged. Last week, at 20, Maureen Connolly was out riding when Colonel Merryboy, her Tennessee walking horse, shied at a passing truck and smashed Little Mo against the rear fender. With a cracked bone in her right leg, and severely gashed muscles, Little Mo will be unable to defend her title at Forest Hills next month.



**IN HOSPITAL** at San Diego she takes a telephone call from well wisher. Her leg is in a knee-to-toe cast

and she is not yet allowed to sit up. Her fiancé was away on Navy maneuvers, had not heard of accident.





Yardley English Lavender, from \$1.10 (plus tax)...Yardley English Lavender Soap, box of 3, \$1.35

## For the freshest, youngest feeling in the world

Here's a delightful way to feel fresh as a flower, light as air and young as laughter all day long. It's the lightening lift you get from Yardley English Lavender. Nothing in the world makes you feel so young, so fresh, so charming!

And it's so easy . . . a quick clean-up with Lavender soap, a fast splash-on of Lavender itself, can make you feel unbelievably refreshed and radiant in just a matter of minutes.

The soap's creamy, rich foam gently cleanses . . . leaves your skin and complexion fresh and glowing. Famous and loved the world over, Yardley English Lavender Soap is fine-milled to last a long, long time . . . lathers freely down to the tiniest sliver. Made from a unique formula which is one of Yardley's most closely guarded secrets, it imparts the exhilarating fragrance . . . the stimulating feeling of English Lavender.

Throughout the day, make the cool, fresh lilt of Lavender itself part of your loveliness. When you begin to feel weary, splash it on wrists,

forehead and the hollow of your throat and revel in its refreshing, tingling fragrance.

Nothing in the world makes you feel so young, so fresh, so charming as Yardley English Lavender. Discover this for yourself by using Yardley English Lavender Soap and Yardley English Lavender Toilet Essence . . . enjoy its other fragrant forms, too. You'll find them all at your favorite drug or department store.

ONLY YARDLEY, in all the world, brings you the fresh, young feeling of English Lavender. Blending the oil of English Lavender blossoms with precious ingredients from the earth's far corners, they achieve a fragrance that's truly unique.

Yardley products for America are created in England and finished in the U.S.A. from the original English formulas, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Ave., N.Y.C.

## Yardley *English* Lavender



# LIFE ON THE NEWSFRONTS OF THE WORLD

Reds get West German intelligence chief, militia takes cops' guns in Alabama, stamp raise is licked



DOCTOR JOHN

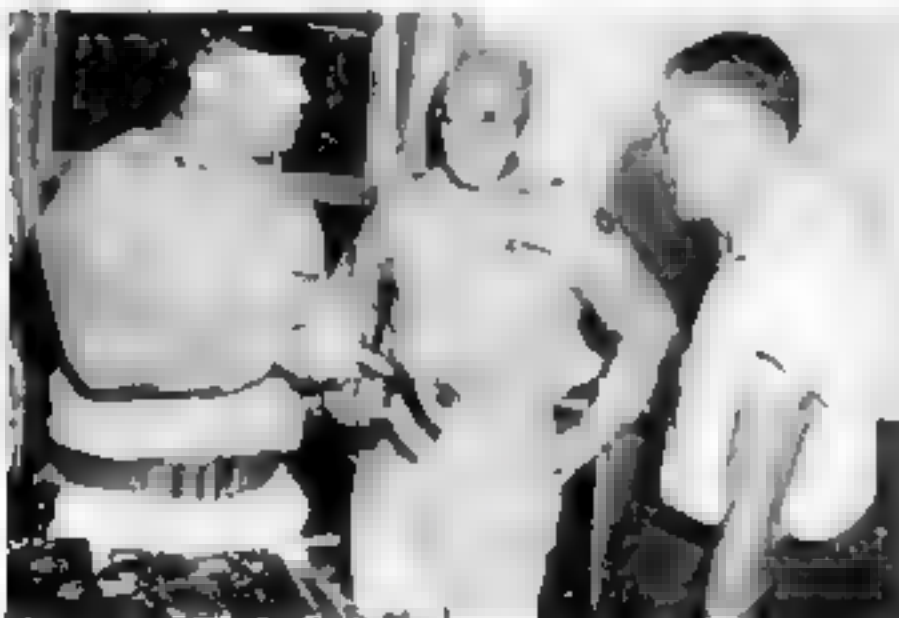
Dr. Otto John, head of the West German equivalent of the FBI, disappeared into the Soviet sector of Berlin. Evidence indicated he had gone voluntarily, though he may have been kidnaped. Officials in Bonn and in Washington were shocked and alarmed, since John had a vast store of information on the West's intelligence operations both in West and East Germany.

Seventy-two hours after his departure a voice purporting to be John's said over the East German radio he had defected as a "demonstrative act" to stir Germans to reunification and as a protest against "Nazis" in the Bonn government.

U.S. prison population, state and federal, reached a 13-year peak with 172,729 inmates at the end of last year, the Federal Bureau of Prisons reported. Of these 6,670 were women. State leaders were New York, 16,328; California, 13,365; Ohio, 9,482; Michigan, 8,912; Texas, 7,781 and Illinois, 7,632.

## 9-year-old Russians go to fields

The Soviet Union, to help avert a farm crisis, was reported calling up Russian children as young as 9 years old to work in the fields. The United States Information Agency said that the Communist Central Youth Committee, in an apparent emergency move, had issued a call for harvest help from both Komsomol, Soviet youth group whose members are between 14 and 26, and The Pioneers, whose 19 million members represent 90% of all Soviet school-children between the ages of 9 and 14.



GUARDSMEN COLLECT PATROLMAN'S GUN

## Military land in Phenix City

One of the South's most notorious centers of crime and vice was put under martial rule. Governor Gordon Persons of Alabama ordered National Guardsmen into Phenix City, Ala. "to suppress the state of lawlessness, intimidation, tumult and fear." First step was to relieve the local police force of its sidearms. Phenix City's

bazaar of dope, liquor, gambling and prostitution feeds mainly on nearby Fort Benning, the home of some 50,000 soldiers. The lid started blowing off the town five weeks ago when state attorney general nominate Albert Patterson, who had promised to clean up the city, had a brace of bullets pumped into his mouth in a Phenix City alley.

*In Corkeysville, Md., Pal, a shaggy collie, pruned the hand brake on a car he'd been left in alone. The car moved off the parking lot into the path of an onrushing Greyhound bus. Pal, falling against the steering wheel, put the car into a hairpin turn. The car missed the bus by inches, leaped a concrete island, stopped against a "no parking" sign.*



MISS UNIVERSE SHOWS SOUTHERN CHARM

## South Carolinian is Miss Universe

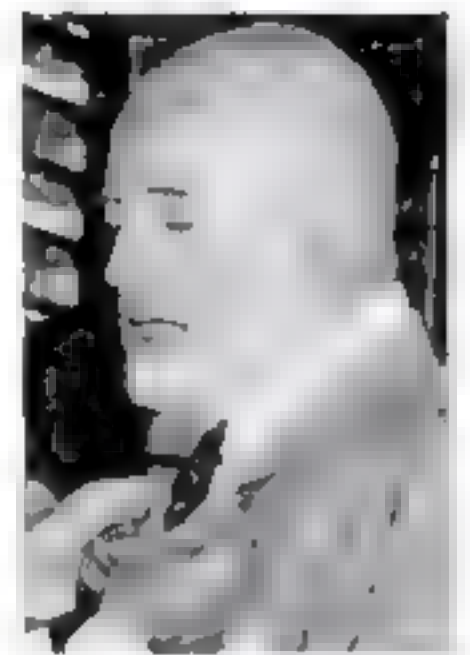
A honey-voiced South Carolina blonde named Miriam Stevenson toppled beauty titlists from 33 countries to win the title of "Miss Universe" at Long Beach, Calif. Previously chosen "Miss U.S.A.," the planet's new most beautiful girl has the supposedly ideal measurements of 36-inch bust and 36-inch hips connected by a 24-inch waist.

## Counsel Cohn quits under fire

Roy M. Cohn, a principal in the recent Army-McCarthy hearings, resigned under fire as the chief counsel of Senator Joseph R. McCarthy's Senate Investigations subcommittee. Cohn stepped down shortly before a subcommittee meeting where four of its seven senators were prepared to vote him out.

Ex-U.S. Senator Blair Moody, 52, only member of the Washington press corps ever to go directly to the Senate, died in Ann Arbor, Mich. The death of Moody, who was campaigning for the Democratic nomination as senator, further improved Republican Senator Homer Ferguson's already good chances for re-election.

A well-known resident of Cuba turned up in Havana to receive the highest honor that the country can bestow on a foreigner—the "Order of Carlos Manuel de Céspedes." Author Ernest Hemingway's head still bore scars suffered when his airplane crashed twice in two days in the African jungles last January and his usually hirsute skull was shaved clean to promote the healing of his injuries.



HEMINGWAY

*In McCormick, S.C. the new county jail had its first inmate, charged with being drunk and disorderly—a construction worker who had worked on the building since it was started last winter.*

## House says no to 4c stamps

An Administration-backed bill to jump postage for out-of-town letters from 3¢ to 4¢ and for airmail letters from 6¢ to 7¢—and to use some of the extra money to give postal workers a 5% raise—was defeated in the House of Representatives.

Other action in Congress: The House killed a Democratic proposal to write the Eisenhower plan for 144,000 public housing units in the next four years back into the housing bill. It then approved a bill providing for only 35,000 new homes within a year. Even most of these, many members of Congress believe, will never be built because of restrictions in the bill.

Two Administration anti-Red bills cleared the House: 1) a bill stripping U.S. citizenship from any person who advocates a violent overthrow of the government; 2) a bill making it a felony to jump bail, a practice Communists have employed.



GLORIA GIVES BULLFIGHTER FOND HUG

*In Madrid on a fashion tour Gloria Swanson, age 55, oldtime Hollywood star, reached longingly toward 16-year-old Rafael Mari-sca, whom she offered to adopt as her son and take to Hollywood after he had dedicated a bull to her. Rafael gallantly declined, saying he already had a mother in Spain and anyhow wanted to spend the rest of his life fighting bulls.*

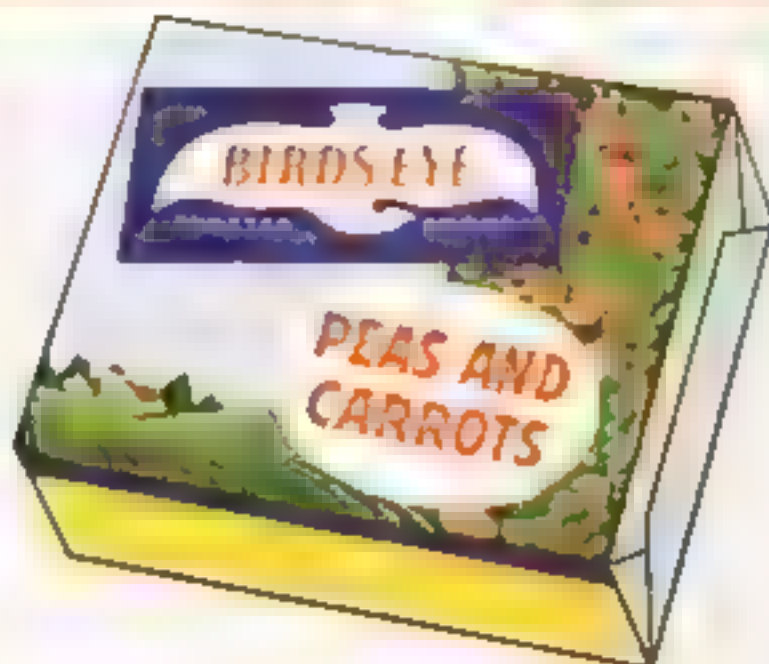




There's something  
**"SPECIAL"**  
 about Birds Eye  
 Vegetables



**Specially Convenient for Salads!** Five garden-fresh vegetables all prepared and mixed for your summer salads and soups.



**Specially Timesaving!** Both your summer dinner vegetables — sweet, green peas and baby carrots — in *one* package. Ready to cook.



**Specially Summer-Tasting!** This combination of milky-sweet corn and tasty Limas makes everybody *specially* happy!



Copyright 1964 General Foods Corp.

*Better buy Birds Eye and get that something **"SPECIAL"***

Products of General Foods





**BEFORE OPENING**, as it was examined by Gho-neim and Caffery (right), the sarcophagus appeared as a 6-foot-long, peach-colored alabaster box with whitish streaks. This soft stone was easy to carve.



**AFTER OPENING**, its sliding door pulled up, the bodiless sepulcher reveals a heightened translucency when 21 white flashbulbs are set off inside, creating red blobs. Side and top slabs are one foot thick.





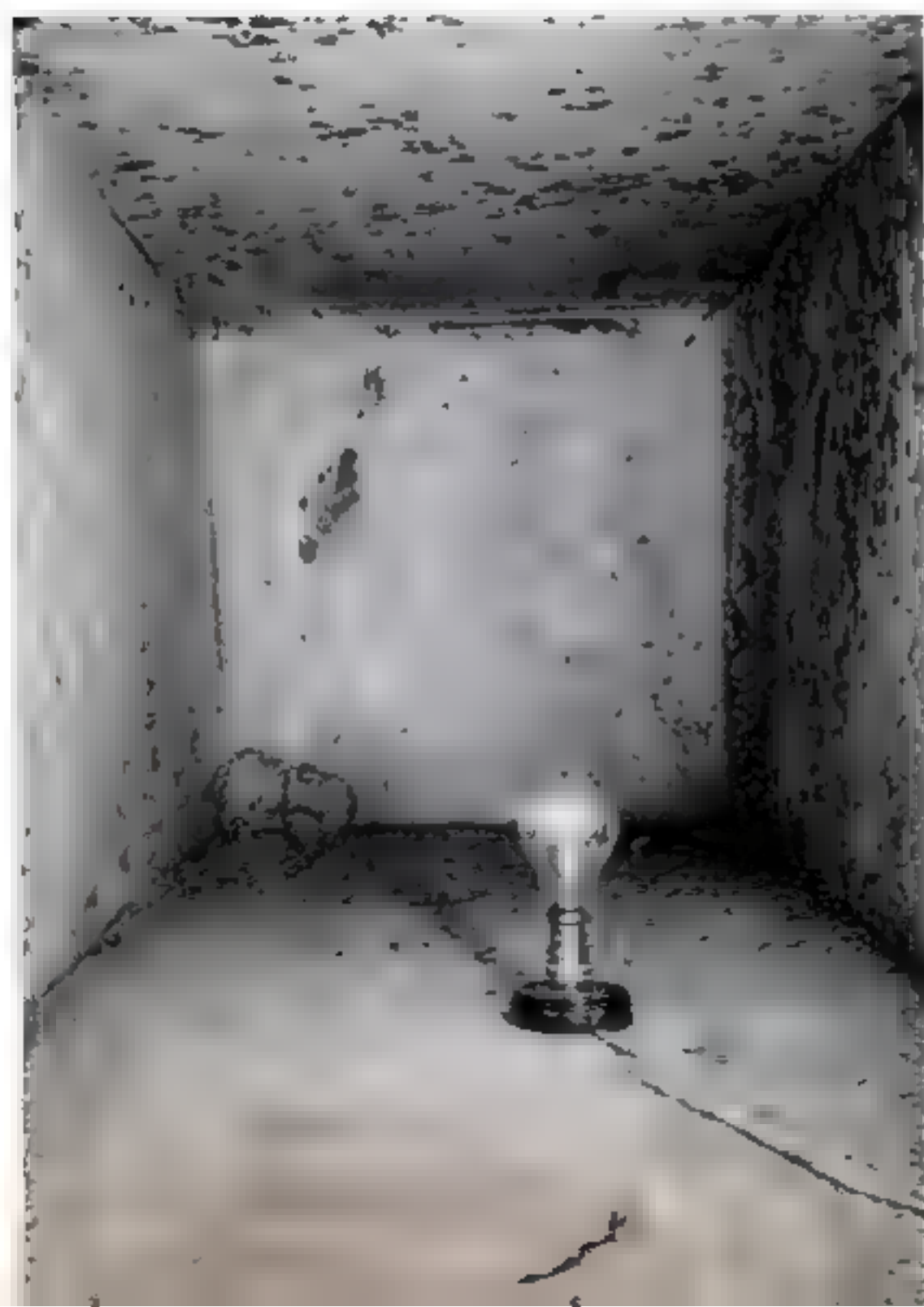
**RAISING DOOR**, workmen haul on the rope attached through crossbeam pulley to iron hooks fitted into two ancient holes cut in sliding panel. This end door is unique. Other sarcophagi have top lids.

## ANCIENT BEAUTY IN ALABASTER

Sarcophagus at Sakkara, which proved to be empty, is lovely enough to have been a Pharaoh's tomb

The ancient Egyptians, the world's first great masons, considered alabaster a material of incomparable beauty. As facing for their temple corridors it gleamed in their torchlight, giving brilliance to the gloom. As funerary jars it gave color to their pyramids' subterranean chambers. Since the ancients believed only the finest alabaster worthy of a royal tomb, Egyptologist Zakaria Ghoneim was certain he had found a Pharaoh's sepulcher when last May his lantern lit up a glowing alabaster sarcophagus under an unfinished pyramid at Sakkara (*LIFE*, June 21). Its delicate colors, revealed for the first time in photographs (*opposite page*), make

it one of the loveliest alabaster monuments ever found. Its beauty attracted prominent visitors like U.S. Ambassador Caffery and helped dull a bitter disappointment for Ghoneim. For inside, instead of the inlaid wooden coffin of a mummified Pharaoh, he found a void. Robbers might have looted the tomb in ages past, but if so they left gold bracelets and a cosmetic box lying nearby. More likely, this vault was either a ceremonial one for a mock burial to give renewed vigor to the living king, or a decoy to keep thieves from the real tomb. Refusing to be discouraged, Dr. Ghoneim will soon start a search for the true sarcophagus.



**EMPTYNESS** of tomb is seen with light bulb. Old alabaster like this was a form of calcium carbonate, not of calcium sulphate like modern alabaster. Box is smaller than other Egyptian sarcophagi.

**FUTURE WORK** ahead of Ghoneim may be clearing of gallery in search of real tomb. Nearby he found jar stoppers bearing hieroglyphics that will help tell which Pharaoh built the bodyless tomb.





# Why settle for half when Beautyrest



## Healthier rest can be yours...

You may be a tiny 100 pounds, or a giant 250 pounds.

Whatever your weight, Beautyrest\* gives you the firmness you need *plus* the comfort you want.

Here's why Beautyrest is just right for thin people, fat people, middleweight people, millions of people, *everybody*.

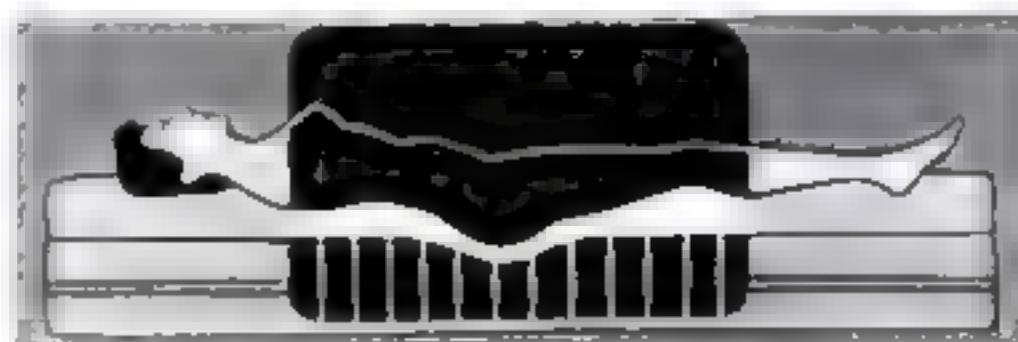
Each spring in Beautyrest acts independently. One spring can't

pull another spring down. So, each part of your body gets its own support according to its weight. Firm support for heavy parts. Gentle support for light parts.

It happens that Simmons makes every kind of mattress you can mention. We know. We guarantee that Beautyrest is the best you can rest on—and the best for your pocketbook, too!



**A mattress can be too firm.** Lie on the floor and see. There's a hollow under the small of your back. This shows that rigidity alone is not right for rest.



**A mattress can be too thin.** On thin mattress, x-ray would show much of your weight supported by the *box spring*. Get your mattress a full 6½ inches *thick*!



**Beautyrest**—firm enough for 250 pounder! Springs won't break under a 65,000-lb. truck! So durable! Usually far outlives its famous ten-year guarantee!

## More than 10 million people are getting

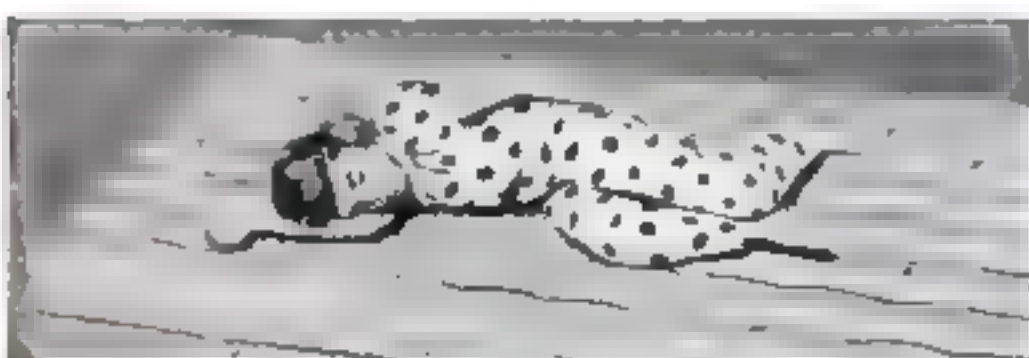


gives you firmness **PLUS** comfort!



starting tonight on Beautyrest!

Owners prove Beautyrest costs least to own! Mrs. Eugene Hensley of Bellaire, Texas, writes: "Our Beautyrest is 25 years old. The sides are still square and firm. It still has its original cover. There's not been five cents worth of upkeep on it. I think such a good product deserves a good word."



Beautyrest--comfortable enough for a child! Beautyrest combines the firmness you need for good posture and the gentleness you need for satisfying rest.

#### INSIDE SECRET OF HEALTHIER REST!



Springs wired together. One spring pulls next spring down. *Can sag.*



Each spring independent. One spring can't pull next spring down. *Sag-proof!*

Exclusive Beautyrest independent springs support each part of your body, according to its weight. Especially your back! Beautyrest springs are *free* to push back in the small of your back. The *most* support where you need it *most*!

#### 5 ways to get your Beautyrest:

1. Standard model \$69.50.
2. Extra-Firm model \$69.50.
3. King-Size model 80" long. \$79.50.
4. Dual-Comfort model. One-half standard, other half extra-firm. Two can have choice of firmness on same mattress. \$79.50.
5. Beautyrest on Hide-A-Bed® sofa. The only sofa-bed that can offer Beautyrest.

**Only SIMMONS makes the  
Beautyrest Mattress**

healthier rest on Beautyrest tonight!

\*Trade-mark Reg. U. S. Patent Office, Copr. 1954 by Simmons Co., Mfg. Mart, Chicago, Ill.



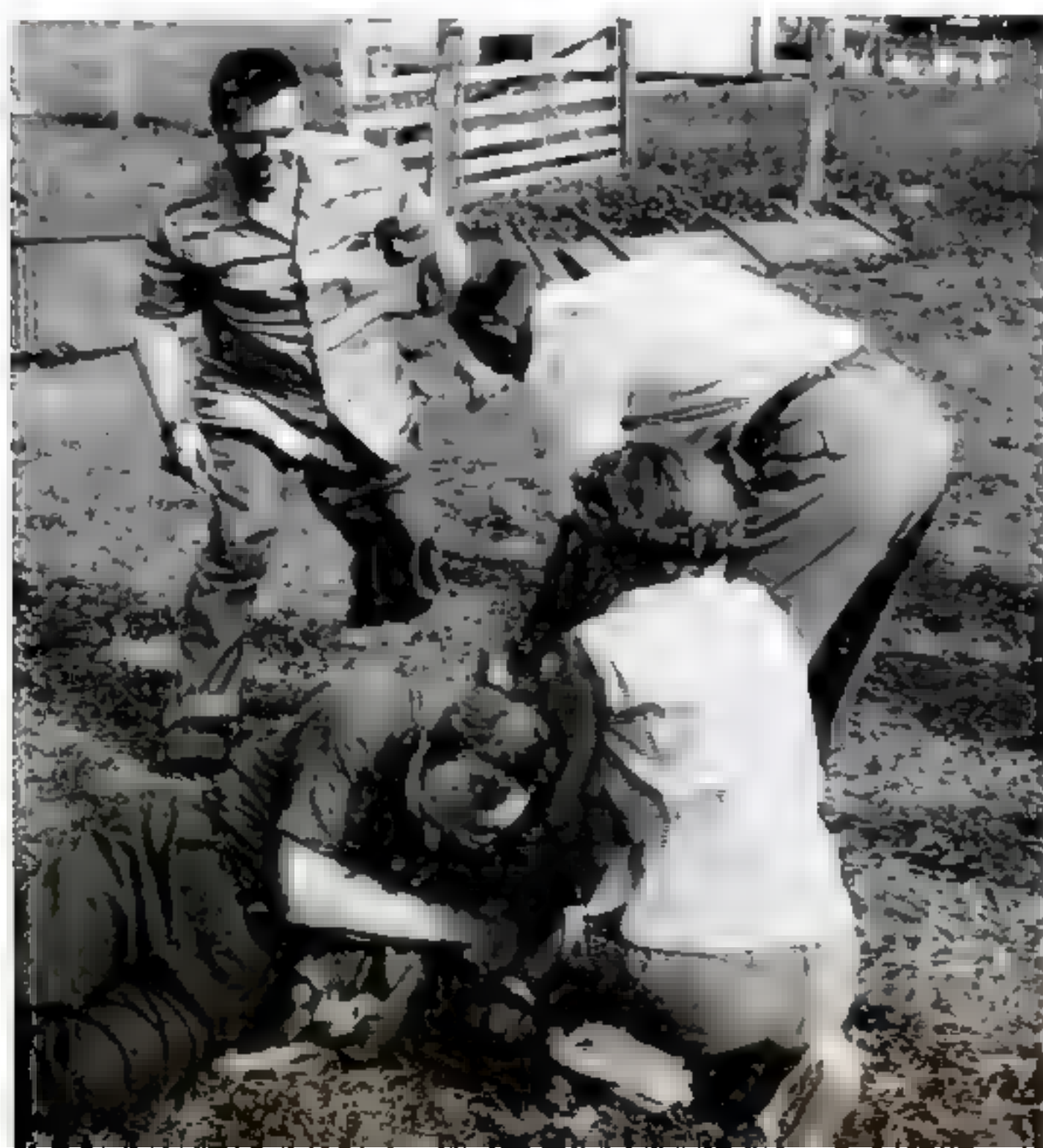
# A PIG ROUNDUP HOGS A NEW SHOW



**TELECAST** had Farmer Landmeier trying to hold one of the gift pigs so son Jimmy could have a look.



THE SHOW OVER, TV PRODUCER BEN PARK (LEFT FOREGROUND) JOINS WITH FOUR LANDMEIERS IN TRYING TO RECAPTURE ONE OF THE THREE GIFT PIGS



## Cameras spend Sunday with a real farm family

Although television has always offered plenty of corn, not until this summer had anyone gotten around to doing a show regularly amidst the genuine corn and barns and pigs of a real farm. On a blistering hot Sunday three weeks ago, NBC-TV invaded a fine 160-acre farm near Cloverdale, Ill. to inaugurate a weekly series on the life and times of Farmer Wilbert Landmeier, his wife and their four children.

Along with five cameras and a staff of 40, plus a barber-shop quartet and a hillbilly singer, Eddy Arnold, the TV people brought three pigs as a present for 7-year-old Jimmy Landmeier. The pigs promptly proved to be the liveliest part of the whole day, performing nobly during the actual telecast (top), then refusing to be penned up and involving the whole company in a great pig roundup. When the dust had settled, the Landmeiers were television celebrities, behind on their chores but looking forward to next week's invasion, and television had a fresh and interesting new show.

**TRIUMPHANT**, Ben Park hog-ties the pig while Joyce Landmeier and father prepare to lead it away.



Here's a single-minded young man who's eating Kellogg's Corn Flakes with his hat on. Is this allowed? Where's mother?

Mother's there someplace, but she's letting well enough alone. Small boy is happy. He's dipping up that milk and spooning in those golden flakes.

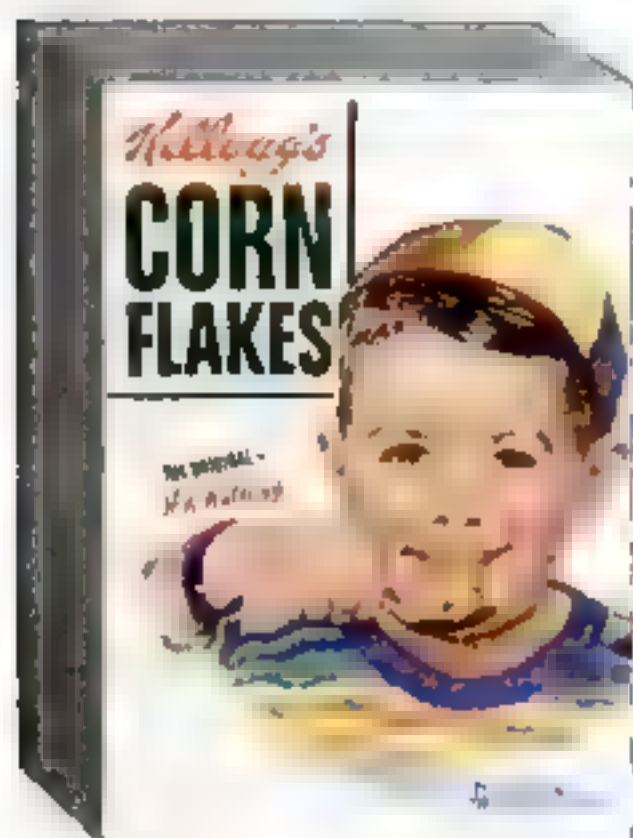
They sound good to him—they rustle. They feel good in his mouth—they're crisp and thin. They taste good—a coaxing kind of flavor that keeps him lifting up that spoon.

Kellogg's Corn Flakes have been having this appetizing power over people for more than 50 years,



little people  
and big people.

Norman  
Rockwell



Now on Kellogg's Corn Flakes packages—four Kellogg's Kids by Norman Rockwell. Pick your favorite; win cash prizes (\$2,500 first prize). Details on packages.

When Norman Rockwell painted this small boy for us, this was the spirit he was trying to capture. Maybe it will give you the idea to check up on your supply of Kellogg's Corn Flakes. You know how it is—one minute you have a big full package, then next thing you know, you're down to the last Corn Flake.



\* \* \* MIELOON WORTH ITS \* \*

ANY \*

SALT IS WORTH \* \*

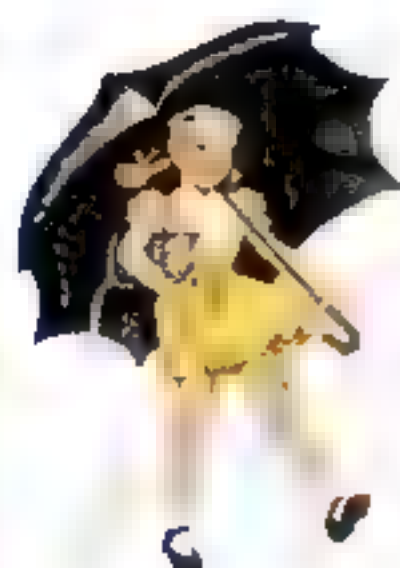


Part 7

\* \* \* MORTON'S



Plain  
or  
iodized



When it rains it pours



FOR YOU, FROM MORTON! Brighten your home with beautiful 8 1/4 x 10 in. Deep-Tone Color Prints of various fruits and vegetables by Pertchuk, internationally famous artist. For a set of 4, on special vellum finish paper and without advertising, send only 25¢ in coin, to cover handling costs, to Morton Salt Company, Box 6140, Chicago 77, Illinois.



## BACK-TO-SCHOOL JEANS...



## You "belong" in Lee Riders

Good news! Casual, comfortable jeans will rule campus styles again this fall. And your Lee Riders mark you as one who knows which jeans are "The Jeans." You'll look right, feel right, be right with your slim, trim Lee Rider look. COPYRIGHT 1964 Better stock up now. Only a few more weeks to go.

THE H. D. LEE CO., Kansas City, Mo.



## Pig Roundup CONTINUED



**BARNYARD BANTER** on show between Wilbert Landmeier (white shirt, left) and Lloyd Burlingham, farm expert, had herd of Holsteins as background.



**BALKY CALF**, Judy's 4-H project, had to be tugged before cameras by Judy and Joyce. The girls chortled when Eddy Arnold called the she-calf a "he."



**FAMILY PICNIC** in front yard was part of the hour-long show. Jimmy and Janet Landmeier stand near monitor set to watch film inserts. Singer Eddy Arnold and Reporter Lloyd Burlingham sit at the table and behind them are Bertha, Joyce and Judy, TV Weatherman Clint Youle and Wilbert Landmeier.

## AFTER SCHOOL JEANS...



## Lee Riders fit everywhere

True western style jeans, Sanforized Lee Riders fit extra snug on the legs, low on the hips—exactly the way you like. At school, after school, you "belong" in Lee Riders. Are you ready for school with several pairs of Lee Riders? Now's the time to stock up on the nation's favorite jeans. COPYRIGHT 1964

THE H. D. LEE CO., Kansas City, Mo.





## TRAVEL

# MEDIEVAL WALK-ABOUT

Brussels re-enacts a parade of the wooden legs

Originally the Ommegang, which means "walk-around" in Flemish, was an annual religious procession in Brussels in honor of Notre Dame du Sablon, whose wooden statue had been abducted from the city of Antwerp in the 14th Century. But gradually its religious character changed. In 1534 the Ommegang was held less to honor the Virgin than to pay homage to Charles V, the Holy Roman Emperor who visited Brussels that year with his sister, Mary of Hungary, governess of the Low Countries. This summer, after periodic lapses, the pageant was revived as a tourist attraction. A parade full of medieval pomp was staged with giants, mythological beasts, decorated floats and the re-created court of Charles V. The pièce de résistance was a small army of stilt-walkers, successors to those who in medieval days were used to dramatize the processions. Balancing skillfully, the wooden-legged paraders marched through the streets and stumped out into the old square (below) in excellent order.

**MODERN ROYALTY** reviewing parade were 12-year-old Prince Alexandre (in the center) and 20-year-old Prince Albert (next left), brothers of King Baudouin.

ON THE GRAND PLACE, BRUSSELS' MEDIEVAL TOWN SQUARE, STILT-WALKERS STRUT FOR "CHARLES V's" COURT SITTING IN OLD GOTHIC TOWN HALL AT LEFT.

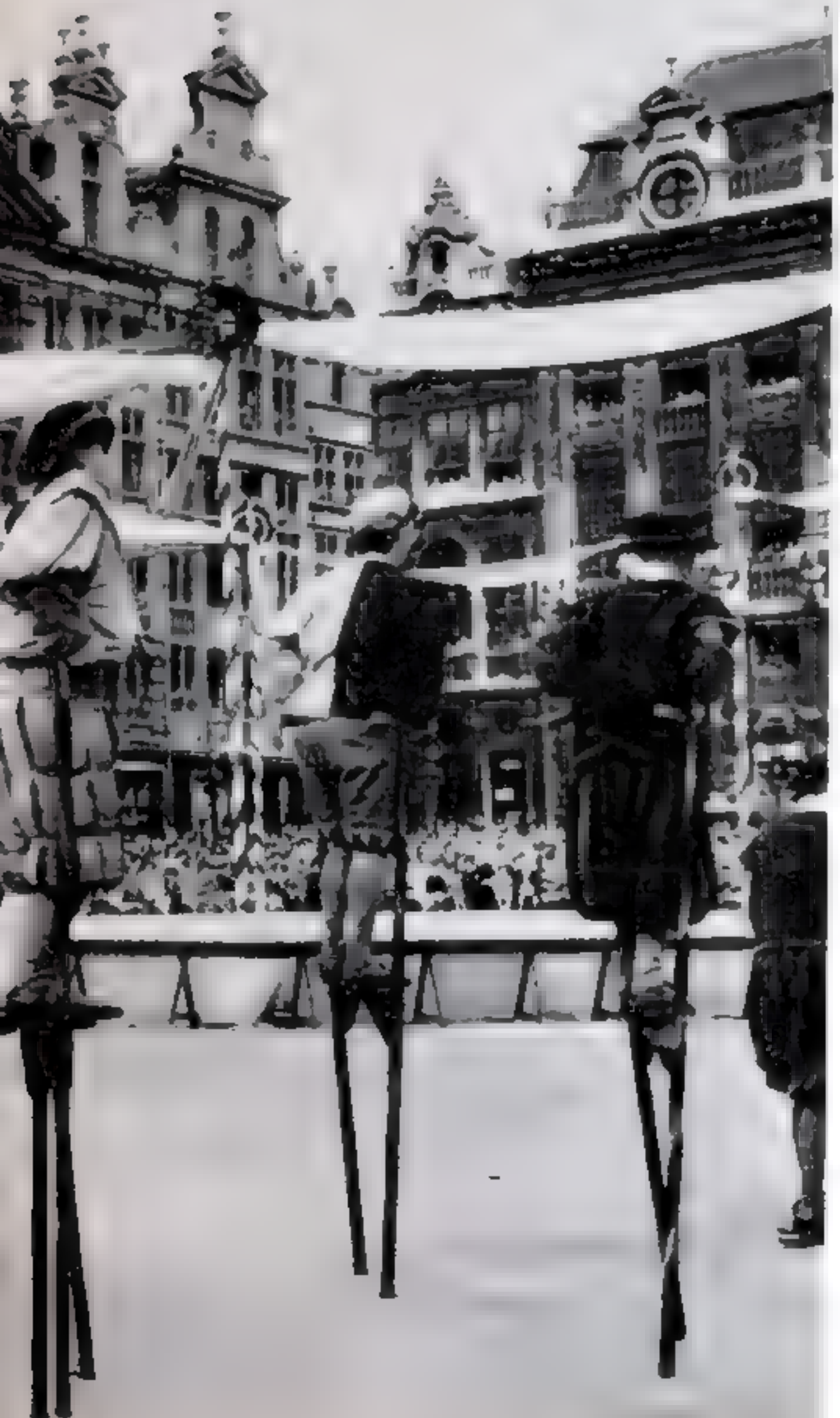






**MODERN TWIST** in stiff-legged parade was given by girls and boys wearing wooden shoes attached to skis. They had to lift feet in unison.

PARADERS HAD TO CLIMB LADDERS TO GET ON THEIR WOODEN LEGS



CONTINUED ON NEXT PAGE

To the 6 million men  
already using today's  
new "pressure can"  
lathers:—



**Williams**  
now gives you  
an instant lather with Nature's own  
**"SKIN SMOOTHER" BUILT IN!**

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. The softness, smoothness, and quick healing of the skin on wool-handlers' hands told them that.

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be completely effective.

**Williams' discovery—Lanolate<sup>25</sup>—revolutionizes shaving**

LANOLATE<sup>25</sup> is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple,

**All three with LANOLATE<sup>25</sup>**

LANOLATE<sup>25</sup> is found exclusively in Williams Shaving Creams, Williams Instant Lather, Williams Luxury Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Conn.



**A full 3 months' supply!** Lanolin in its richest form, lanolin actually concentrated 25 times in new Williams LANOLATE<sup>25</sup> Instant Lather

younger looking. With regular use, LANOLATE<sup>25</sup> helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skin-comforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A long-lasting supply costs but 79¢ (no more than ordinary "pressure can" lathers) wherever toiletries are sold.





# Who will write on **baseball** for SPORTS ILLUSTRATED?



A SMALL number of marooned people who haven't had a chance to read anything about sports during the past decade may not respond at once to the name "Red Smith."

FOR nearly all the rest of the people, "Red Smith" goes in front of "The best sportswriter in the business" just as automatically as fanny precedes haddie.

WALTER W. "RED" SMITH will write the weekly column on baseball in SPORTS ILLUSTRATED. He's almost as pleased with this as we are. He especially likes to write baseball, because, he says, "It's a meat-and-potatoes sport that goes six months a year and is a talking sport the rest of the time. It's two out and the bases are loaded and—well, you've got a situation right there. It writes itself."

IN fact, everything Red Smith writes gives the impression that it has written itself. But it's not quite so. Once, describing the ease of turning out columns, Smith said, "You just sit down at your typewriter. Then it's written with little drops of blood."

HE is a graduate of Notre Dame ('27), where Knute Rockne could not bear to watch his excruciatingly determined tryout for the mile run and asked him to go away quietly. Smith went away to the Milwaukee Sentinel, moved to the St. Louis Star-Times, and in 1936 to the Philadelphia Record, for which paper he spent nine years writing a daily sports column. In 1945 he joined the New York Herald Tribune, where he now writes his nationally-syndicated Views of Sport.

EXPLAINING, as he contends sportswriters inevitably will, his own lack of athletic prowess, he claims that in his boyhood he had two left feet. That may be, if he says so, because he is an eminently careful and trustworthy reporter.

NONETHELESS, those who would no more think of missing his column than their morning cup of coffee, know that what comes from his typewriter is turned out by an unusually capable pair of hands.

# SPORTS

ILLUSTRATED

Charter Subscription Rate \$6 for 52 weekly issues. First issue out August 18th. Address: 540 North Michigan Ave., Chicago 11, Illinois.

## Medieval Walk-about CONTINUED



THE ROYAL DWARF with a giant St. Bernard guards Charles V, sitting in the background at the left, his crowned sister Mary and her ladies in waiting.



PLUMED PAGES squirm in front of stern magistrates of 1534. Charles de Mol, in ruffles, claims to be direct descendant of city's original burgomaster.



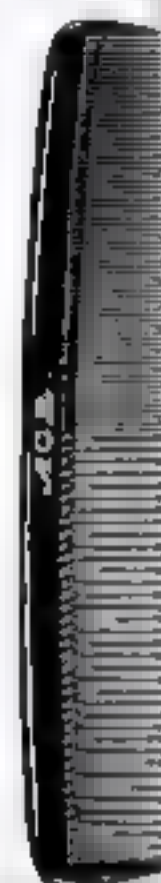
## Family Heads Call Ace a wiz, Grand for "Hers"— Great for "His!"

— and first choice for the youngsters, too. Many a parent, bought up on Ace Hard Rubber Combs, knows they just can't scratch scalp or tear hair because every edge and end is polished satin-smooth. Moderately priced... individually packaged. Sizes for all the family — at home or away.

AMERICAN RUBBER CO., N. Y. 13.

# ACE

HARD RUBBER  
COMBS



SMOOTHER • STRONGER • LAST MUCH LONGER

## The answer to the

## BURNING QUESTION!

## Sun 'n' Surf

## remarkable sunray filter!



Screens burning rays to help you tan without burning. Soothes and cools, giving fast relief from discomfort of sunburn.

Look for this **SQUIBB** package at your drugstore



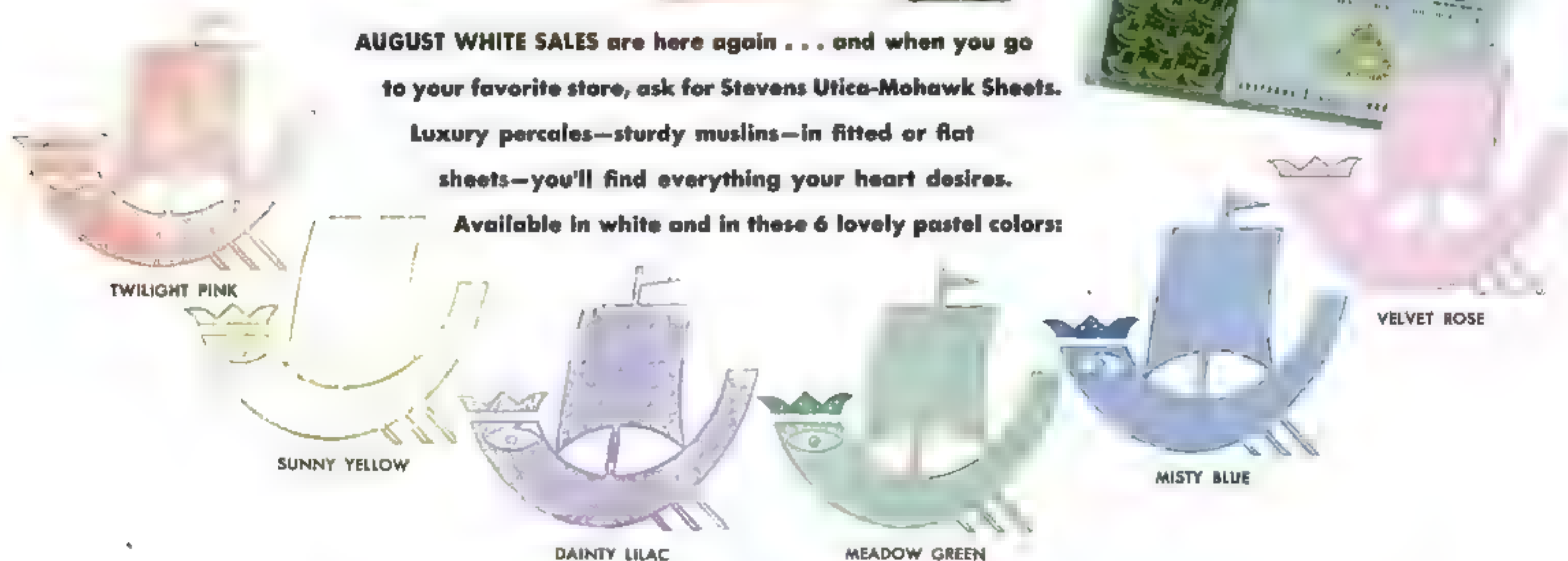
**Wonderful August values...in fitted and colored sheets!**



**AUGUST WHITE SALES** are here again . . . and when you go  
to your favorite store, ask for Stevens Utica-Mohawk Sheets.

**Luxury percales—sturdy muslins—in fitted or flat  
sheets—you'll find everything your heart desires.**

**Available in white and in these 6 lovely pastel colors:**



**For outstanding sheet values in your town**

**LOOK for this boat**  **on every package of**

**Stevens UTICA-MOHAWK Sheets**

J. P. STEVENS & CO., INC. NEW YORK, N. Y. FINE FABRICS SINCE 1813



## *Sit your family down next Sunday—to a* **MIDWEST CHICKEN DINNER**

Wonderful eating—and so easy to fix . . .  
when you use today's fine canned foods!

**T**O MANY a Midwest family, Sunday means chicken. And one of the favorite ways of serving it is in a bubbling, biscuit-topped pie.

Here's a traditional Iowa-style recipe to try on *your* family. No need to pluck and prepare the chicken. You can buy it ready cooked, ready to use—in modern Canco cans made by American Can Company.

Cut down kitchen time by using canned vegetables and peaches, too. Today's Canco cans really bring them to you at their best . . . packed so promptly they often have more vitamins than fresh-shipped varieties—each processed by an individual flavor-protecting method.

Take tomato juice, for example. Early efforts to pack it resulted in a peculiar change in taste. Canco scientists were *first* to discover that heating the juice to a certain exact temperature would not only prevent spoilage, but would keep the red ripe tomato flavor from changing.

This is one of *many* ways that American Can helps you enjoy today the greatest variety, the thriftiest, the most *delicious* canned foods ever.

Try this Midwest meal—see what miracles come in modern cans!

# American Can Company

*Containers to help people live better*



American Can Company not only makes the containers that bring you so many foods in their most convenient form . . . it also helps growers develop better crops and helps packers develop processes to bring you these crops at their prime.



Registered Trademark of the American Can Company, N. Y., N. Y.





### *Midwest Chicken Dinner*

Tomato-Cucumber Cocktail  
 Chicken Pie with Biscuits  
 Parsley Potatoes      Curried Carrots  
 Beet 'n' Onion Salad  
 Peach Cream Cake  
 Milk                      Coffee

### **TOMATO-CUCUMBER COCKTAIL**

Combine 1 can (1 pt. 2 fl. oz. or 2¼ cups) tomato juice with ¼ cup grated cucumber, 2 teaspoons grated onion, 1 teaspoon Worcestershire sauce, ½ teaspoon salt and juice of 1 lemon. Cover, chill well. Strain juice before serving.

### **CHICKEN PIE WITH BISCUITS**

1 can condensed cream of chicken soup  
 2 cans (6 oz. each) or 1 can (12 oz.) boned chicken, cut in bite-sized pieces  
 1 can (8 oz. or 1 cup) peas, drained  
 1 can (4 or 6 oz.) sliced mushrooms  
 1 cup cream-style corn  
 2 teaspoons grated onion  
 ¼ teaspoon monosodium glutamate  
 1 container refrigerated prepared biscuits

In medium-sized saucepan combine and heat all ingredients except biscuits, stirring carefully. When hot and bubbling, pour into heated, 2-quart, shallow baking dish. Place biscuits on top of chicken. Bake in very hot oven (450°F.) 15 minutes, or until biscuits are baked and browned.

### **PARSLEY POTATOES**

Heat 1 can (1 lb. 4 oz.) white potatoes. Drain well; season with butter or margarine, salt and pepper; garnish with parsley.

### **CURRIED CARROTS**

Drain liquid from 1 can (1 lb.) diced carrots into saucepan. Boil quickly to reduce amount to about ½ cup. Add carrots; heat quickly. Season with butter or margarine, ½ teaspoon curry powder, salt and pepper.

### **BEET 'N' ONION SALAD**

Drain liquid from 1 can (1 lb.) sliced, diced or julienne beets into small saucepan; reserve beets. Add 5 whole cloves, ¼ cup vinegar, 1 tablespoon sugar and ¼ teaspoon allspice to beet liquid, simmer 5 minutes; pour over beets. Cover; chill well. Just before serving, drain beets; arrange with salad greens and onion separated into rings.

### **PEACH CREAM CAKE**

½ pint (1 cup) heavy cream  
 2 tablespoons sugar  
 1 pkg. two 8-inch sponge layers  
 1 can (1 lb. 13 oz.) sliced peaches, well drained  
 ½ can (5 oz.) chopped toasted almonds

Whip cream, beating in sugar. Spread thin layer of cream over top of 1 sponge layer. Arrange half of peaches over cream; top with second sponge layer. Spread remaining cream over top and sides of cake. Arrange remaining peaches over top of cake. Put nuts on sides of cake and garnish top, if desired. Refrigerate cake until dessert time.

### **MILK • COFFEE**

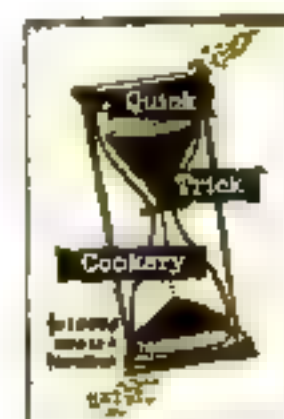
For greatest convenience get milk and cream in Canco's disposable paper container with the flat top that opens and closes so easily.

These recipes serve 4. You may use can weights that vary slightly from those given here. Recipes were developed in Test Kitchens of American Can Co.

**Important note:** Whenever you do not use a full can of food . . . cover and keep the remainder in the refrigerator *right in the can*. It's safe—and it's sensible!

**New! Send for  
 "Quick Trick Cookery"!**

48 pages of menus, recipes; illustrated in color. Mail 15¢ to American Can Company Test Kitchens, Box 259 New York 46, N. Y.; or in Canada, Box 130, Hamilton, Ont.



One of a series of favorite American meals brought to you by the American Can Company



IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

# Here's a toothpaste for people who can't brush after every meal



**JUST ONE BRUSHING**  
**destroys decay- and**  
**odor-causing bacteria!**

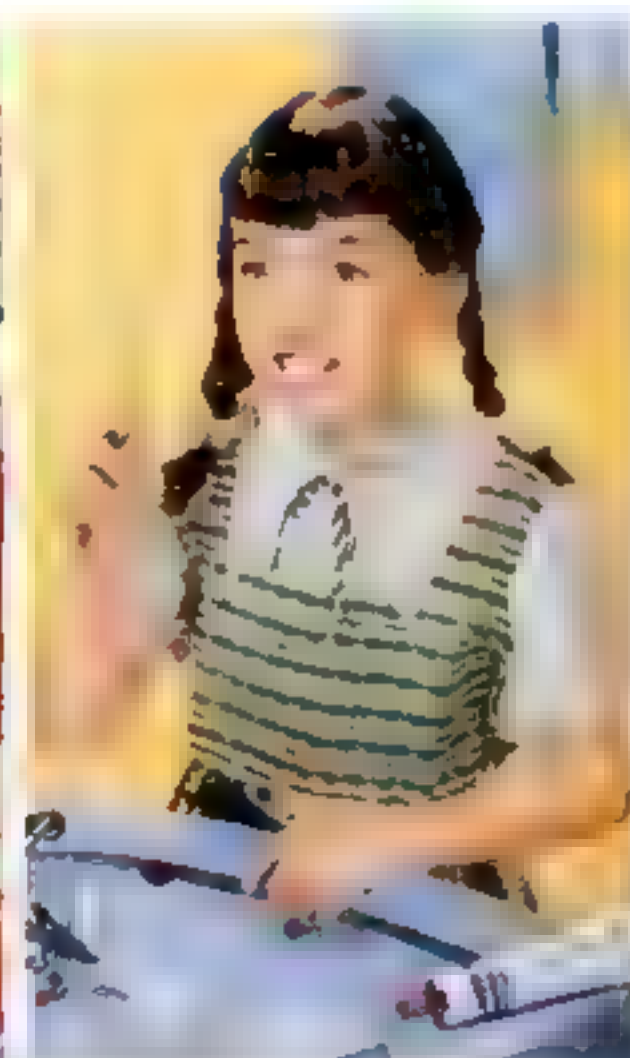
**Only Procter & Gamble's new GLEEM has  
GL-70... new cleaner and decay fighter!**

**Can't brush after every meal? One Gleem brushing  
destroys most decay bacteria, wipes out their enzymes!**

If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70, exclusive new cleaner and decay fighter. Just one Gleem brushing destroys up to 90% of bacteria (the major cause of tooth decay) and wipes out their enzymes. Only pure white Gleem has GL-70 to fight decay... stops decay action with each brushing!

**Mouth stays fresh all day with one Gleem brushing!**

A Gleem brushing before breakfast instantly stops mouth odor. In 7 out of 10 cases, the mouth stays fresh all day. Scientific, odor-measuring tests prove it! And there's no stain, no medicinal taste with delicious, white Gleem!



**Kids just love new Gleem's bright  
breezy taste! Proved by flavor tests!**

Youngsters like Gleem's fresh flavor so much it's easy to get them to brush regularly... and that means fewer cavities! Because regular after-meal brushing is the *only* proven way to cut down tooth decay in children. Most cavities occur during school ages. So it's important to help your youngsters fight decay with delicious tasting Gleem.

**ONLY GLEEM has GL-70... GLEEM fights decay by getting at the cause!**





MODERN  
LIVING

BUNCHED TOGETHER AS SHOPPING TEST BEGINS, YOUNGSTERS JAM AISLE OF SUPERMARKET. MOST FINISHED MAKING THEIR SELECTIONS WITHIN 40 MINUTES

## YOUTHFUL BUYERS ON THEIR OWN

**Supermarket experiment shows small fry to be sober shoppers**

In an effort to learn more about the consumer tastes of youngsters, who strongly influence family buying, the Kroger Food Foundation recently turned some loose in one of its supermarkets to see what would happen. Fifty-four children in Cincinnati, ranging from 6 to 10 years—27 boys, and 27 girls—were rounded up and told to take any 20 items they wanted. A panel of sociologists and marketing experts, most of whom had predicted the youngsters would run wild after ice cream and candy, was on hand. But the pint-sized consumers confounded the experts almost as soon as they began filling their "bascarts" (above). Though there was some heavy lifting of soft drinks, they all but ignored toys, comic books and ice cream and marketed soberly with heavy emphasis on staples (right). TV advertising explained the rush on bread and cereal, but nobody was able to explain the 8-year-old boy who turned up with beer and dog food. "Why dog food?" he was asked. "I like dog food," he replied.

**BIG BAG OF FLOUR** is choice of David Thompson, 9. "Mother has many uses for it," he said.





**First time anywhere! Martex introduces  
fabulous new Dacron\* reinforced towels  
which guarantee you longer wear!**

# M

# A R T E X



SUNFLOWER  
NILE GREEN  
LIGHT BLUE  
GRAY  
BON-BON-PINK  
AZALEA  
SPRUCE GREEN  
APRICOT  
WALNUT  
WHITE

**sale price  
for August only**

bath size 24 x 44

**\$1**



\*Dacron is a registered trademark of E. I. du Pont de Nemours and Company, Inc. The name Dacron is used here under license.

This deep-looped Martex terry towel has been given a miracle-margin for extra wear! The selvages—the very spot where most towels wear out first—are all reinforced with Dacron to resist yanks, stretch and strain. You'll know it's there by the silvery threads in

the selvage when you buy it! The towel is wider by two inches than ordinary towels at this price. Comes in a choice of 10 Martex decorator colors. We've done your bargain-hunting for you and there isn't a White Sale value in town to touch it! At stores listed →

**MARTEX TOWELS, 65 WORTH STREET, NEW YORK 13, NEW YORK**





Boston, Mass. . . . . Wellesley, Belmont and Winchester  
Boston, Mass. . . . . Jordan Marsh Co. & branches in  
Beverly, Mass. . . . . Maiden, Shoppers & World, Framingham  
Bridgewater, Conn. . . . . R. H. Sears & branch in Chestnut Hill  
Bridgewater, Conn. . . . . R. H. Sears  
Buffalo, N. Y. . . . . Montgomery-Roberts  
Buffalo, N. Y. . . . . Howard's  
Burlington, Cal. . . . . D. M. Read  
Burlington, N. H. . . . . Adams, Meldrum & Anderson Co. & branch Stone  
Burlington, N. H. . . . . Hens & Hens  
Cambridge, Mass. . . . . Levy Bros.  
Charlotte, N. C. . . . . Stone & Thomas  
Charlotte, N. C. . . . . With Bros. Co.  
Chicago, Ill. . . . . Carson Pirie Scott & Co.  
Cincinnati, Ohio . . . . . The John Shively Co.  
Cincinnati, Ohio . . . . . Famous-Barr Co.  
Cleveland, Ohio . . . . . The May Co.  
Cleveland, Ohio . . . . . Sterling-Lindner-Devis  
Columbus, Ohio . . . . . The F. & A. Lazarus Co.  
Dallas, Texas . . . . . Tische-Gottschalk Co.  
Dayton, Ohio . . . . . The Saks-Kumler Co.  
Delray Beach, Fla. . . . . Zuckerman's  
Denver, Colo. . . . . The May Company  
Detroit, Mich. . . . . The J. L. Hudson Co. and Northland Center Branch  
El Centro, Cal. . . . . M. G. King Company and branches in Yuma and Brawley  
Fresno, Cal. . . . . E. Gottschalk & Company  
Germantown, Pa. . . . . George Aiken  
Glendale, Cal. . . . . Webb's  
Harrisburg, Pa. . . . . Fennery's, Inc.  
Hayoken, Mass. . . . . McCusker & Wabell Co. Inc.  
Houston, Texas . . . . . Foley's  
Houston, Texas . . . . . Joske's of Houston  
Indianapolis, Ind. . . . . The Wm. H. Block Co.  
Jacksonville, Fla. . . . . Furchgott's  
Jamaica, N. Y. . . . . B. Garf and  
Kansas City, Mo. . . . . Macy's  
Los Angeles, Cal. . . . . Hecker Bros. and branches in Cranshaw Hollywood  
Long Beach, Pomona, Santa Monica, Westwood and Whitier . . . . .  
Los Angeles, Cal. . . . . The Broadway Department Store and branches in  
Cranshaw, Hollywood and Westchester  
Los Angeles, Cal. . . . . Globe Department Store and branch in Inglewood  
Los Angeles, Cal. . . . . The May Company and branches in Cranshaw  
Los Angeles, Cal. . . . . Winchell and Labovood  
Los Angeles, Cal. . . . . J. H. Robinson  
Los Angeles, Cal. . . . . T. A. Chapman Co.  
Los Angeles, Cal. . . . . Schuster &  
Los Angeles, Cal. . . . . The John Gerber Co.  
Los Angeles, Cal. . . . . Dayton & Co. branch in Rochester  
Los Angeles, Cal. . . . . L. S. Donaldson Company  
Los Angeles, Cal. . . . . L. Bernberger & Co.  
Los Angeles, Cal. . . . . Davidson & Leventis  
Los Angeles, Cal. . . . . Haiey's  
Los Angeles, Cal. . . . . Sharfberg's  
Los Angeles, Cal. . . . . Stanley's  
Los Angeles, Cal. . . . . Macy's & branches in Flabouth, Jamaica

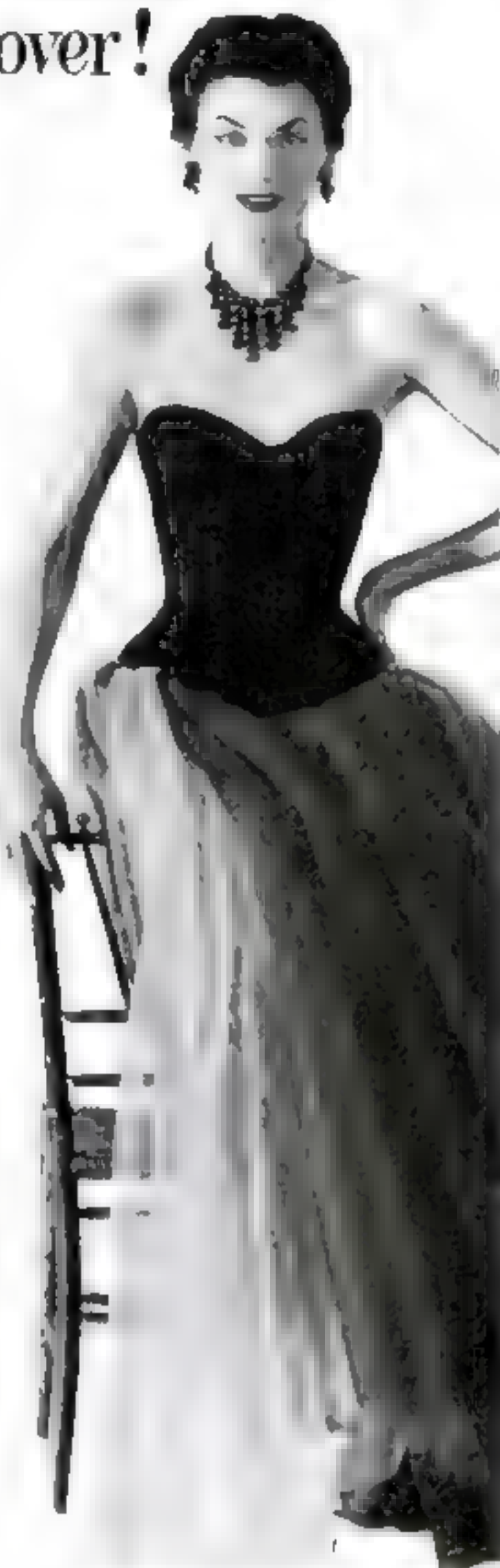
New York, New York  
No Hollywood Cal.  
Norwich, Conn.  
Omaha, Nebraska  
Orlando, Fla.  
Pasadena, Cal.  
Pasadena, Cal.  
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Pasadena, Cal.  
Philadelphia, Pa.  
Philadelphia, Pa.  
Phoenix, Ariz.  
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Pittsfield, Mass.  
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San Mateo, Cal.  
Santa Ana, Cal.  
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Springfield, Mass.  
Syracuse, N. Y.  
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Troy, N. Y.  
Tucson, Arizona  
Tulsa, Okla.  
Utica, N. Y.  
Washington, D. C.  
Washington, D. C.  
Washington, D. C.  
Wheeling, W. Va.  
Wheeling, W. Va.  
Wichita, Kansas  
Wilmington, Del.  
Worcester, Mass.  
Worcester, Mass.  
Yonkers, N. Y.  
Canada  
Ottawa, Ontario  
Toronto, Canada  
  
Parkecherster and White Plains  
Stern Brothers  
Mathews  
Reid & Hughes  
L. Brands & Sons  
Dickson & Son  
Barber Bros.  
The Broadway Department Store  
Lieberg's  
Rath's  
Strawbridge & Clothier  
John Wamamaker  
Kerick's  
Joseph Horne Co. and branch stores  
Kaufmann's  
England Brothers  
Porteus Mitchell and Braun  
Meier & Frank  
The Shepard Co.  
E. W. Edwards & Son  
Soley, Lindner & Currier  
Wainstock-Lubin & Co.  
Famous-Barr Co.  
Downtown and Southtown  
The Golden Rule  
Mass Bros  
Webb City  
The Paris Company  
Joske's  
Jordan Marsh  
City of Paris  
Macy's  
Hale's  
Levy Bros.  
Bantling's  
Leopold Adler Co.  
H. S. Barney Co.  
The Ben Marché & branches in Northgate.  
Everett & Tschome  
Forbes & Wallace  
Day Bros & Co.  
Mass Bros  
Lieberg's  
Wm. R. Frazar & Co.  
Levy's  
Seldemback's  
New Boston Store  
The Hecht Co.  
The S. Kahn Sons Co.  
Woodward & Lothrop  
Howland Hughes  
George E. Stutz Co.  
Storn & Thomas  
Innes Company  
John Wamamaker  
Fleming's  
H. H. White  
The Strous-Hirschberg Co.  
Murphy-Gambie Ltd.  
The T. Eaton Company Ltd.

The M. O'Hall Co. & branches in  
Alliance, Elyria-Lorain, Mansfield  
Hibbard's  
.. Lieberg's  
Nash's  
M. E. Blatt Co.  
E. M. Scarborough & Sons  
Mastrom Branch  
The May Co.  
O'Brien & Co.  
J. F. Hunt & Son  
W. J. F. Hunt & Son  
Johnson L. Beverly  
Burger Phillips Co.  
Parolan  
Chandler's  
's and branches in Chestnut Hill,  
Folesley, Belmont and Winchester  
Jordan Marsh Co. & branches in  
Len. Shaffer's World  
Stern & branch in Chestnut Hill  
N. H. White  
.. Montgomery-Podger  
Howard's  
D. M. Read  
m & Anderson Co., & Branch Store  
Hens & Son  
Lewy Bros.  
.. Stone & Thomas  
Balk Bros. Co.  
.. Carson Piers Salk & Co.  
.. The John Shinto Co.  
Famous-Barr Co.  
The May Co.  
Sterling-Lindholm Co.  
The F. & L. Lazarus Co.  
Vitch-Gaetenger Co.  
.. The Alka-Murder Co.  
Zucherman's  
The May Company  
Co. and Northland Center Branch  
and branches in Tyne and Lemmy  
E Gottschalk Company  
.. George Allen  
Webb's  
Fomeray's, Inc.  
McAviston & Wabell Co. Inc.  
Foley's  
Joshua's of Houston  
The Wm W. Black Co.  
Furchett's  
B. Garz Inc.  
Macy's  
Branches in Crenshaw Hollywood  
La Monica, Westwood and Whitier  
Department Store and branches in  
Hollywood, Hollywood and Westchester  
ent Store and branch in Hollywood  
Company and branches in Crenshaw  
Whitish and Ashwood  
J. W. Robinson  
T. A. Chapman Co.  
Schuster's  
The John Garber Co.  
Dayton's & branch in Rochester  
L. S. Donagdon Company  
L. Bamberger  
Davidson & Laventis  
Mayer's  
Sharlberg's  
Stanley's  
& branches in Flatbush, Jamaica,  
Parkchester and White Plains  
Stern Brothers  
Hathout  
Ridd & Hughes  
J. L. Brandeis & Sons  
.. Dickson & Sons Inc.  
Barber Bros.  
The Broadway Department Store  
Lieberg's  
Rask's  
Strawbridge & Clothier  
John Wanamaker  
Kerrick's  
Joseph Horne Co. and branch stores  
Kaufmann's  
England Brothers  
Porteous Mitchell and Braun  
Meier & Frank  
The Shepard Co.  
E. W. Edwards & Son  
Sibley, Lindsay & Curr Co.  
Weinstock-Lubin & Co.  
er Co. Downtown and Southtown  
The Golden Rule  
Moss Bros.  
Webb City  
The Paris Company  
Joske's  
Jordan Marsh  
City of Paris  
Macy's  
Hale's  
Levy Bros.  
Ward's  
Leopold Adler Co.  
H. S. Barney Co.  
Marche & branches in Northdale  
Everett & Tosome  
Forbes & Wallace  
Dey Bros. & Co.  
Moss Bros.  
Lieberg's  
Wm. H. Frear & Co.  
Levy's  
Seldembach's  
New Boston Store  
The Huch Co.  
The S. Kann Sons Co.  
.. Woodward & Lothrop  
Howard-Hughes  
George E. Stofel Co.  
Stone & Thomas  
Innes Company  
John Wanamaker  
Filene's  
N. H. White  
The Strouss-Hirschberg Co.  
Murphy-Gambie Ltd.  
The T. Eaton Company Ltd.

## A black and white photograph of a man and a woman in a kitchen. The man is leaning over a table, looking at a bowl, while the woman stands next to him, also looking at the bowl. There is a bottle on the table.

A black and white photograph of a woman and a young girl sitting at a table. The woman, on the left, is wearing a dark, patterned dress and is cutting a large cake with a knife. The girl, on the right, is wearing a light-colored dress and is looking towards the camera. On the table, there is a glass and some flowers. The background is slightly blurred, showing what appears to be a window or a doorway.

# My Constipation worries are over!



**Milk of Magnesia  
provides better relief—  
more complete relief**

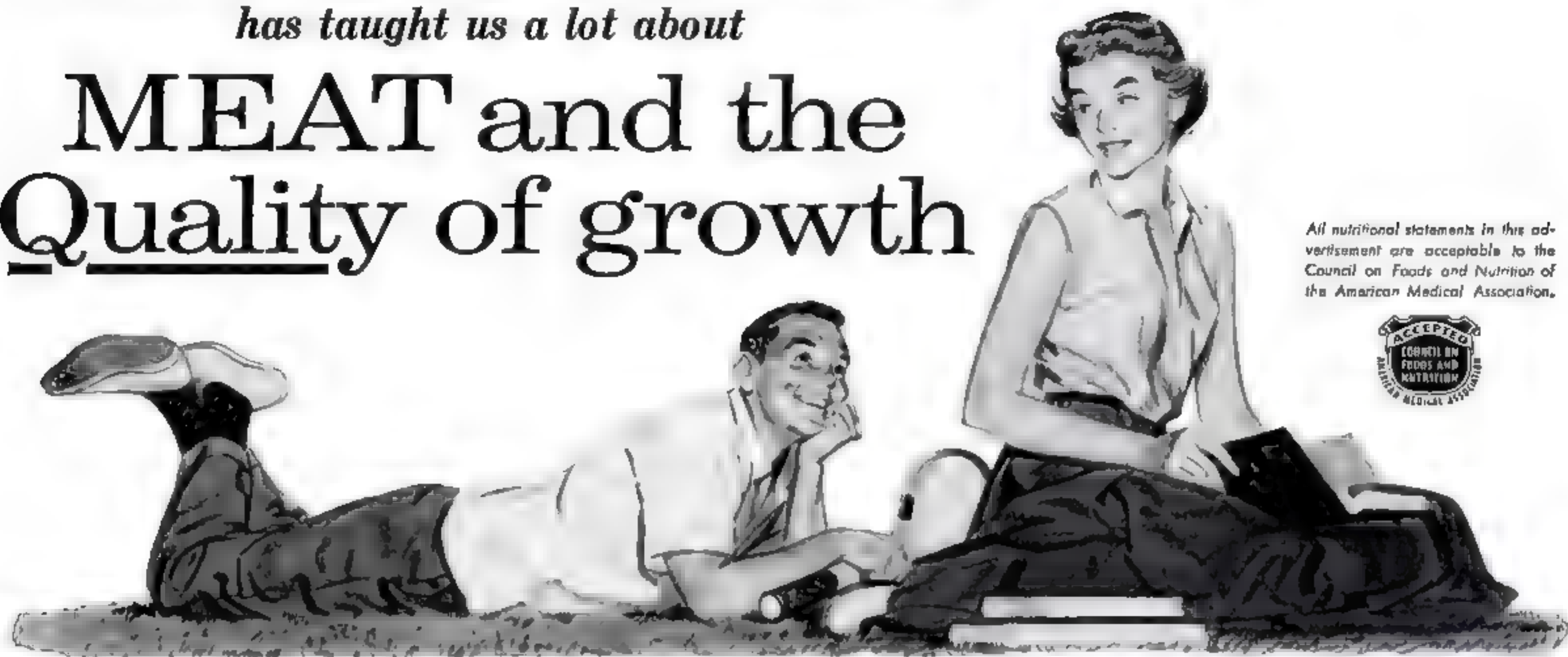
than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves *both* conditions. Two to four tablespoonfuls taken at bedtime work *leisurely*—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.





Nutritional research, since these teens were tots,  
has taught us a lot about

# MEAT and the Quality of growth



All nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



Boys and girls all too soon grow into men and women. But as every mother knows, no two children grow exactly the same way.

That's why the emphasis these days is no longer on "average growth," but on what nutritionists call "optimum growth"—the best possible quality of growth for each child.

One of the most important things that you can do to help a child reach his full potential development is to make sure he gets plenty of complete, high-quality protein—the kind all meat supplies.

**Meat for healthy, happy babies**  
Most mothers get their "basic training" in nutritional needs at the time their own children are babies. Frequent visits with their doctors keep them posted on the most up-to-date developments.

As a result, youngsters born in recent years have been getting more "food breaks." For example, they get meat

much earlier than their older brothers and sisters did.

Mothers also get a break. Pediatricians find that healthy babies with meat in their diet sleep well and are happy and vigorous.

**Meat in the "growingest" years**  
During preschool and grade school years meat becomes of even greater importance in the child's diet.

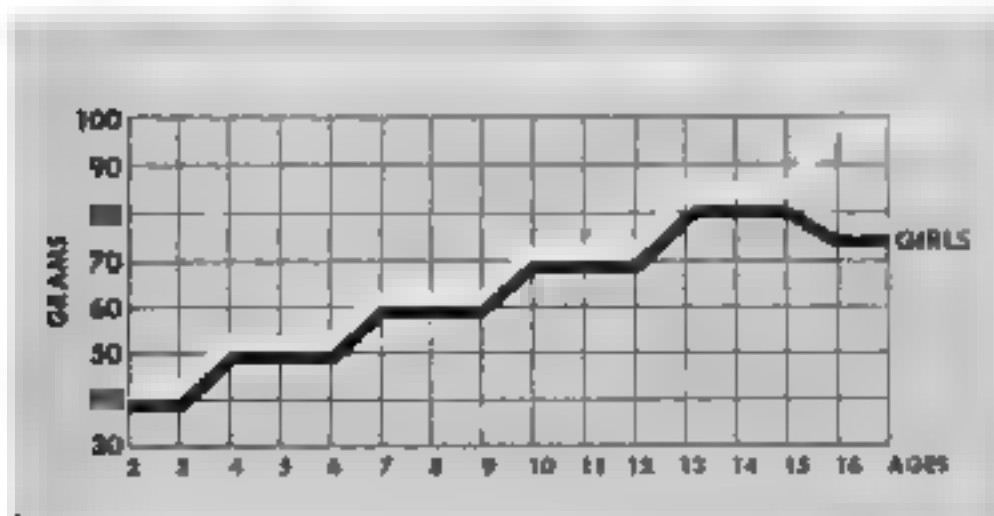
Solid protein foods help him form grown-up eating habits—and to supply the ever increasing amounts of protein needed to build strong, sturdy bones, sound muscles and good red blood.

**Meat for the terrific teens**  
But it is during the teens when protein needs reach their peak.

It is a time of especially rapid growth. Even more than man-sized portions of protein are needed as boys fill out across the shoulders—school girls blossom into young women.

It is a time, happily, when teen-agers can eat so many hamburgers and hot dogs you wonder where they all go. You can be glad they have such a liking for meat. Few foods, indeed, provide so much protein for lasting good along with so much enjoyment.

AMERICAN MEAT INSTITUTE  
Headquarters, Chicago • Members throughout the U. S.



By age 10 the protein needs of both boys and girls approximate those of a grown man. From 12 to maturity, boys' needs are higher than girls'; both are above a grown man's. The protein of meat is of high quality, capable of meeting the protein needs of growth at every age level.

## MEAT SITUATION

August, 1954

Good news for value-conscious meat buyers—More pork coming to market than was first expected . . . Fall pork run starting earlier than usual . . . Beef and veal continuing abundant and attractively priced.

An extra 6.4 million spring pigs—13% more than last year is latest, sharply revised estimate of U.S. Dept. of Agriculture. This is the new pig crop that has been eating its way to market size during the last few months when pork supplies in stores were low—even for summer.

You'll soon be able to serve pork chops and roasts much more often—with less strain on the budget. This year many farmers started their pigs a month or so earlier. That means more will be ready for market in August than usual. Still more pork in September, more yet the following months, with declining prices also in prospect as supply increases.

Young new-crop pork is the kind that makes the lean, tender, roasts and chops, well-streaked bacon, smaller hams most folks look for when they shop.

More beef, too, is of the top-quality, "well-finished" kind than we ordinarily expect in August. A bigger share than usual is coming by way of feed lots.

Beef prices have been staying just about even with a year ago, reflecting continuing abundant market supplies. Prices, however, have averaged more than 20¢ per pound less than 2 years ago—when there was much less beef.

*Trust your instinct...  
you're right in liking meat  
... a yardstick of protein foods*





SHINING GLASSWARE, FLAKED WITH GOLD, ADORNS SHELVES OF SHOP OVERLOOKING ST. MARK'S SQUARE. CONTEMPORARY GOBLET FOLLOWS OLD DESIGNS

# Glass Revival

VENICE REGAINS BYGONE GLORY

For centuries Venetian glassmakers ruled world markets with their delicate vases, goblets, filigreed chandeliers and figurines (*next two pages*). But by 1800 the secrets on which their art was founded had leaked out and foreign craftsmen pushed Venice into the backwaters of trade. Recently, uniting present-day science with her old skills, Venice has come to the fore with new masterworks of glass, both modern and classic. She now sends annually \$2 million worth of her fragile art throughout the world.

CONTINUED ON NEXT PAGE







← **MISTY BOTTLE** is the masterwork of 18th Century glass blower who, to prove his virtuosity, enclosed a still life of glass fruit in graceful bubble-like body of the bottle



**PORTRAIT PLATE** of 15th Century has a lady's profile painted in center, birds and leaves around the border. Transparency of the glass is enhanced by its soft lavender tone



**WEDDING CUP**, priceless work of the early 1400s made by the Venetian master Angelo Barovier, is decorated with equestrian scene, portraits of bride and bridegroom (right).



**MILKY GOBLET**, celebrating another marriage of 1400s, imitated Oriental china which Venetians did not then know how to make.



VENETIAN REVIVAL CONTINUED



**MODERN GLASSWARE** like this green-tinted vase is produced by largest Venetian firm, Venini, which sells chiefly to U.S. and Scandinavia.



**COLORFUL BULL'S-EYES** swirl through heavy glass that has been made into ash trays and a bottle. Though simple in design, they sell for \$15 each.



**LOPSIDED BULGE** and sinuous black stripes give effect of precarious balance to this modern vase whose smoky glass is blown as thin as paper.



**CUT-OUT CLIP**, meant for decoration rather than use, suggests the Colosseum. Arched design was scratched into glass, then openings were carefully tapped out.





**ISLANDS OF MURANO**, dotted with glassmaking foundries and churches, were at peak of fame in the 1600s when Frenchman made this simplified view.

## ISLANDS OF GLASS

As early as the 11th Century Venetians were at work making glass. By 1291 they were producing so much that the republic ordered all furnaces moved from Venice proper to Murano, a small cluster of islands in the Venetian lagoon. This move, officially made to avoid the dangers of fire, was really prompted by the Venetians' desire to guard their glassmaking secrets. Government decrees were issued barring glassmakers from leaving Venetian territory without official consent. Any glass blower who practiced his art abroad was labeled a traitor and government agents were dispatched to bring him back or kill him. But the glass itself was exported far and wide. By 1500 even natives of the faraway Americas were delighting in glittering Venetian glass trinkets brought by an Italian sailor named Christopher Columbus.



**SHOPKEEPER** on Murano looks out at canal and waits for tourists who, after visiting factories, flock into stores to buy glass souvenirs of their trip.

CONTINUED ON NEXT PAGE

Double Duty for your **MONEY** too



## stretch both Savings and Insurance on \$2 a week

A baby that's frisky as a pup... and a pup that's even friskier—pretty hard to handle both of them at once. It's the same with your two budget jobs, Saving and Insurance. But here's the way to get them under control. Make your money do **DOUBLE DUTY** with a United of Omaha 20-20 Plan.

For just \$2 a week, you get *family insurance protection* and a *refund of Cash Savings* in 20 years.

By making annual deposits of \$104 (an average of \$2 a week), your total deposits amount to \$2080 in 20 years. And that's your

refund—\$2080 in Cash Savings. Meanwhile, your family has had 20 years of life insurance protection.

The 20-20 Plan is flexible enough to meet your needs *now*, and in the *years ahead*. Check the box below to see the many ways this useful plan can serve you.

At any age between 1 and 55—if you are in good health, you can save \$2, \$5, \$10 or more a week—United of Omaha has a 20-20 Plan to meet your needs. Get full information by mailing this coupon **TODAY!** It may be your *first step toward financial security!*

For \$2\* a week with United's 20-20 Plan you get

- \$2935 life protection for the first 20 years.
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- \$3457 increased family protection for life, or
- \$2606 cash fund available at age 65, or
- \$2935 continued family protection (original amount) for life plus \$312.82 cash refund after 20th year.

\* Based on insured's age of 30.

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I can save ☐ \$2 wk. ☐ \$3 wk. ☐ \$5 wk. ☐ \$10 wk. and want to know what this will buy for me

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AGE

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STATE



# THE **SMART LOOK** IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy, not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also conditions as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



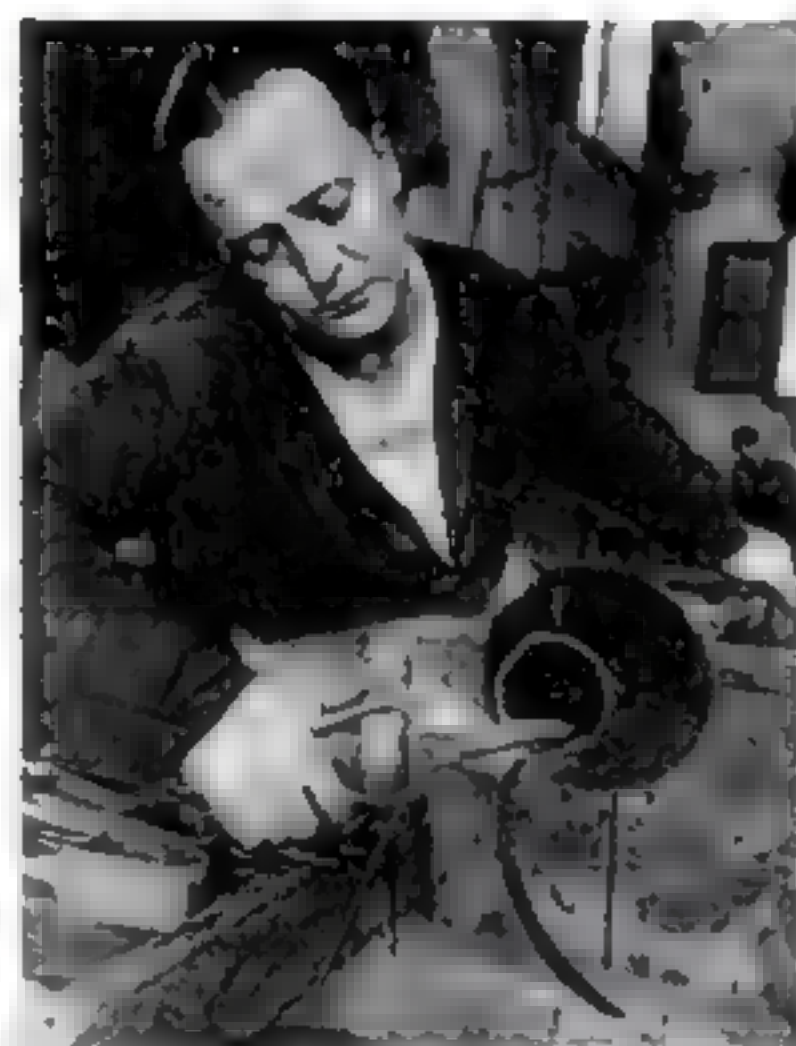
the rich cream that's

## Not Greasy - Not Messy!

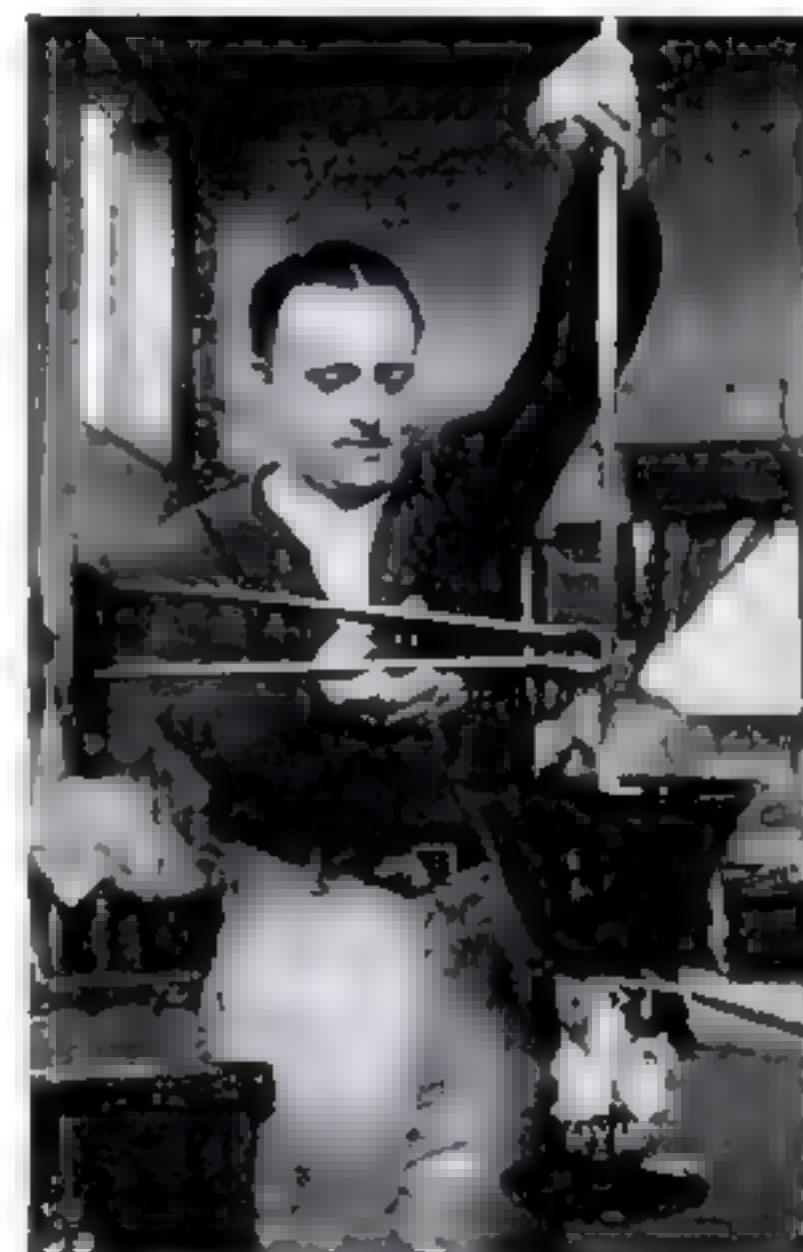
VENETIAN REVIVAL CONTINUED



**BLOWING** through a long metal tube, a craftsman of Barovier and Toso Company begins to shape blob of molten glass into bowl of large red goblet shown on page 53.



**CUTTING** the blown glass with big scissors, the artisan makes a hole which will be opened out while glass is still hot and pliable, forming the mouth of the bell-like goblet.



**INSPECTING** the finished work, glassmaker eyes goblet to see if it is symmetrical. The entire piece, including base and decorated stem, was completed in 19 minutes.



# Never before a bandage that sticks like this!



Merely touch a BAND-AID Plastic Strip to a dry egg (at room temperature). Without pressure, it sticks so firmly you can lift the egg.

It **stays on** even when you plunge the egg into boiling water—holds so securely you can lift the egg out again.



...with **Super-Stick**  
PATENTS PENDING

No other bandage  
stays on so well—  
or stays so neat.







**KILT GATHERING** includes from left: grey flannel (Jungente, \$9), Glen plaid (Greta Platty, \$5) worn with gold-plated version of man's dollar watch (Otto Grun, \$9), fringed pearl (Greta

Platty, \$23), and fleece in outside clocks (\$5.75) worn with white cotton skirt (\$6) both (Bonnie Dore, L.L.). Kilts are worn with knee socks (Bonnie Dore) which cost \$2.15 and \$3 for Argyles.

## Freshman Year for Kilts

**ABBREVIATED SKIRTS SHOULD MAKE THE GRADE IN COLLEGE THIS FALL**

Among the gay and gaudy handouts to an education which are appearing in the college shops of department stores, the outstanding is an abbreviated skirt loosely called a "kilt." It strays considerably from the pattern of the Scottish Highlands. While a Highlander's kilt requires some eight yards of fabric and barely clears the floor when he kneels, the frothy adapted U.S. versions use less than a third the material, are a couple of inches shorter and,

unlike kilts, are frequently neither wrapped nor pleated.

Variations on the kilt have been introduced sporadically in the past but this fall, encouraged by the popularity of Bermuda shorts on women's college campuses, most sportswear designers are making the brief skirts. As some colleges the wearing of kilts will probably be restricted by campus dress regulation. So far as under kilt wear is concerned, there are already some sprightly notions (p. 63).





## The beauty that's always on time

The beauty to which we refer is the lady's watch. Like most of the world's watch beauties, the wheels and gears and jeweled lever that *keep* it on time, so faithfully, came all the way from Switzerland to do so.

And as, for 300 years, Swiss craftsmen have increased the accuracy of watch movements, they've reduced their size, made them unbelievably small and slim. Only because of the microscopic perfection of their Swiss jeweled-lever works can so many of today's fine watches be designed like precious jewelry.

Your jeweler can show them to you. Watches that hide in the links of a bracelet. Watches that dramatize a ring, or masquerade as a pin or clip. Watches studded with gems or framed in fabulous filigree. And for men — watches of simple splendor, some as slender as a wafer!

See them in your jeweler's windows. See more in his store. And, when you do, you'll understand why, when you fall in love with a watch, it's sure to be Swiss.

*The Watchmakers of Switzerland*



*For the gifts you'll give with pride, let your jeweler be your guide. He's an expert in his own right, ready to counsel you when you buy a fine Swiss jeweled-lever watch, and to service it economically and promptly.*

**TIME IS THE ART OF THE SWISS**





# Cool them off the healthy way!

## Borden's Chocolate Drink



A daisy-fresh dairy product that gives children most of the milk nourishment they need.



Here's the nourishing Borden cooler-offer that satisfies the craving your youngsters have for sweet drinks—and can do them a world of good, too.

Children love its "just-right" chocolate flavor. It's not carbonated. Mother and Dad, you'll love it, too.

Keep your refrigerator stocked with this wholesome food beverage. Especially now during hot weather, when children are *always* thirsty.

Get Borden's Chocolate Drink at your food store, or from your Borden man.



GET THESE OTHER WHOLESOME BORDEN FOODS  
ON MY GOOD FOOD LINE, TOO!



ALL ABOARD! ALL A-BORDEN'S!

Borden foods must be good—folks buy more food packages carrying the Borden brand name than any other in the world.

© The Borden Co.





**PLAIN UNDERPANTS** in cotton-knit material (Munsingwear, \$1.95) are trimmed with pleated ribbon "flash," copied from decoration on Scottish cap.



**PLAID UNDERPANTS** of cotton knit (Munsingwear, \$3.95) are cut like Bermuda shorts, have fake pocket flaps down side. Cotton T shirt costs \$1.75.



If your car feels like this...it's time  
for **MARFAK** chassis lubrication



That "cushiony" feeling  
lasts longer with -



Make *your* summer driving cushion soft! Get longer lasting *Marfak* lubrication. Tough, stick-to-the-job *Marfak* protects and clings fast to points of wear and friction, stays put to cushion the shock of bumps and rough spots. When road water splashes your car's underside, *Marfak* resists wash-off. Enjoy *cushiony* driving for 1,000 miles or more! For longer lasting *Marfak* lubrication, see your Texaco Dealer, *the best friend your car has ever had.*

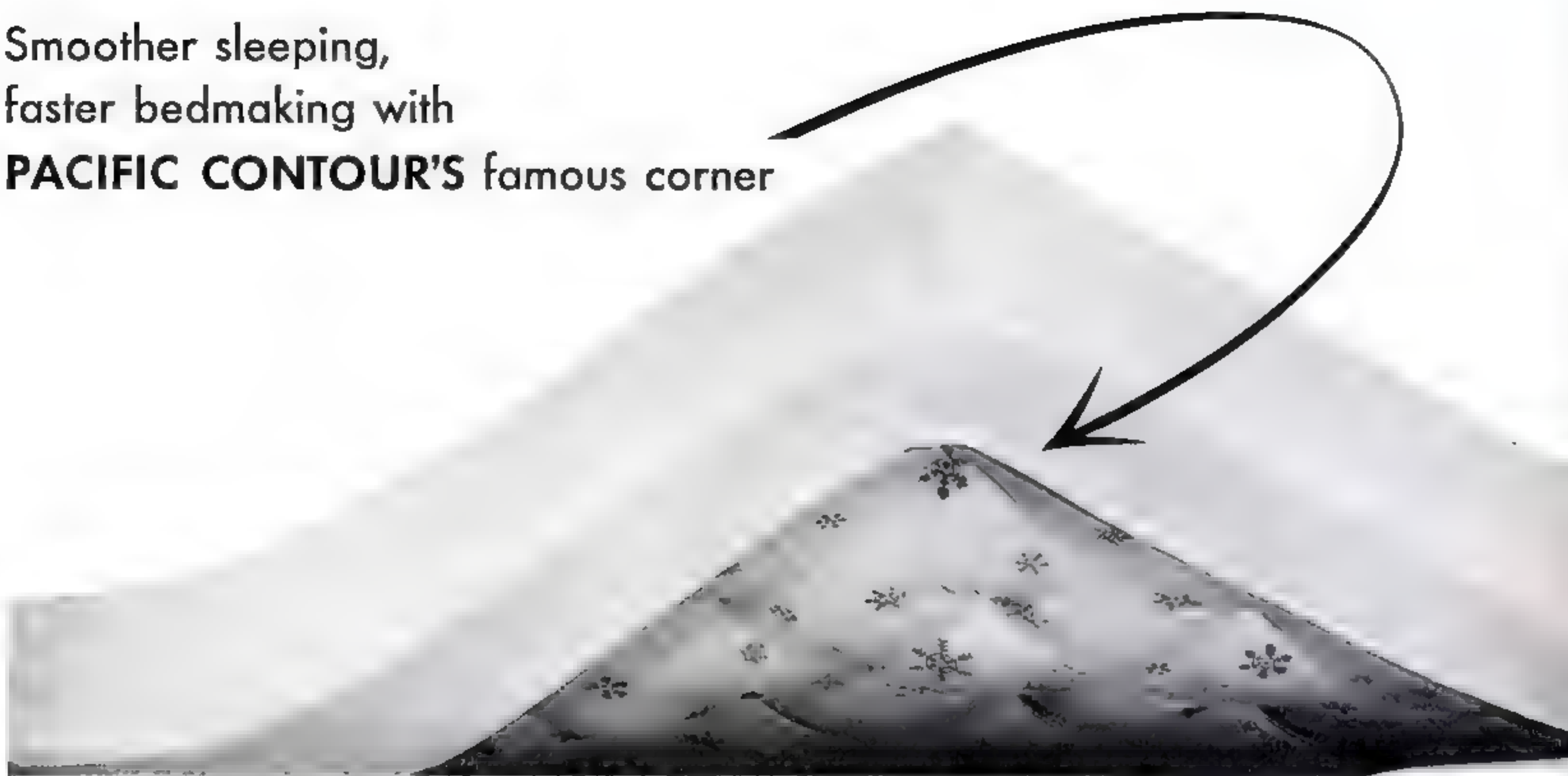
THE TEXAS COMPANY  
**TEXACO DEALERS**  
in all 48 states



*Texaco Products are also distributed in Canada and in Latin America*



Smoother sleeping,  
faster bedmaking with  
**PACIFIC CONTOUR'S** famous corner



# PACIFIC CONTOUR... The Hit

Now's the time for you to get these stay-put wonders.  
Lowest prices ever...in great August Sale!

All over America, housewives have voted Pacific Contours their favorite sheets for saving bedmaking work.

In the past year alone, millions more of these wonderful muss-free sheets have gone on beds... have turned the daily chore of tucking and smoothing into ancient history.

Have you all you need of these box-cornered helpers? Stock up now... while prices are lowest in history.

At terrific savings you can enjoy all the extras that have made Pacific Contours famous. Extras like the exclusive Kick-fold that gives you more foot freedom... the tape-reinforced,

long-wearing corners... the lovelier, more lustrous colors... in both sheets and *exactly matching* pillowcases.

Choose from Combed Percale or Extra-Strength Muslin... all Sanforized® for lasting fit. But hurry... beat the crowd to the bargains. Everyone wants Pacific Contours!

The  
answer  
to easier  
laundry  
days



**"Ironing?" ... Almost none!**  
Pacific's Bottom sheet fits so snugly, it irons itself! If you're extra fastidious, just touch up the Top Sheet's hem



**"Folding?" ... Easy!**  
Follow simple directions in package. Tuck corner into corner... and see how easily Pacific Contours fold

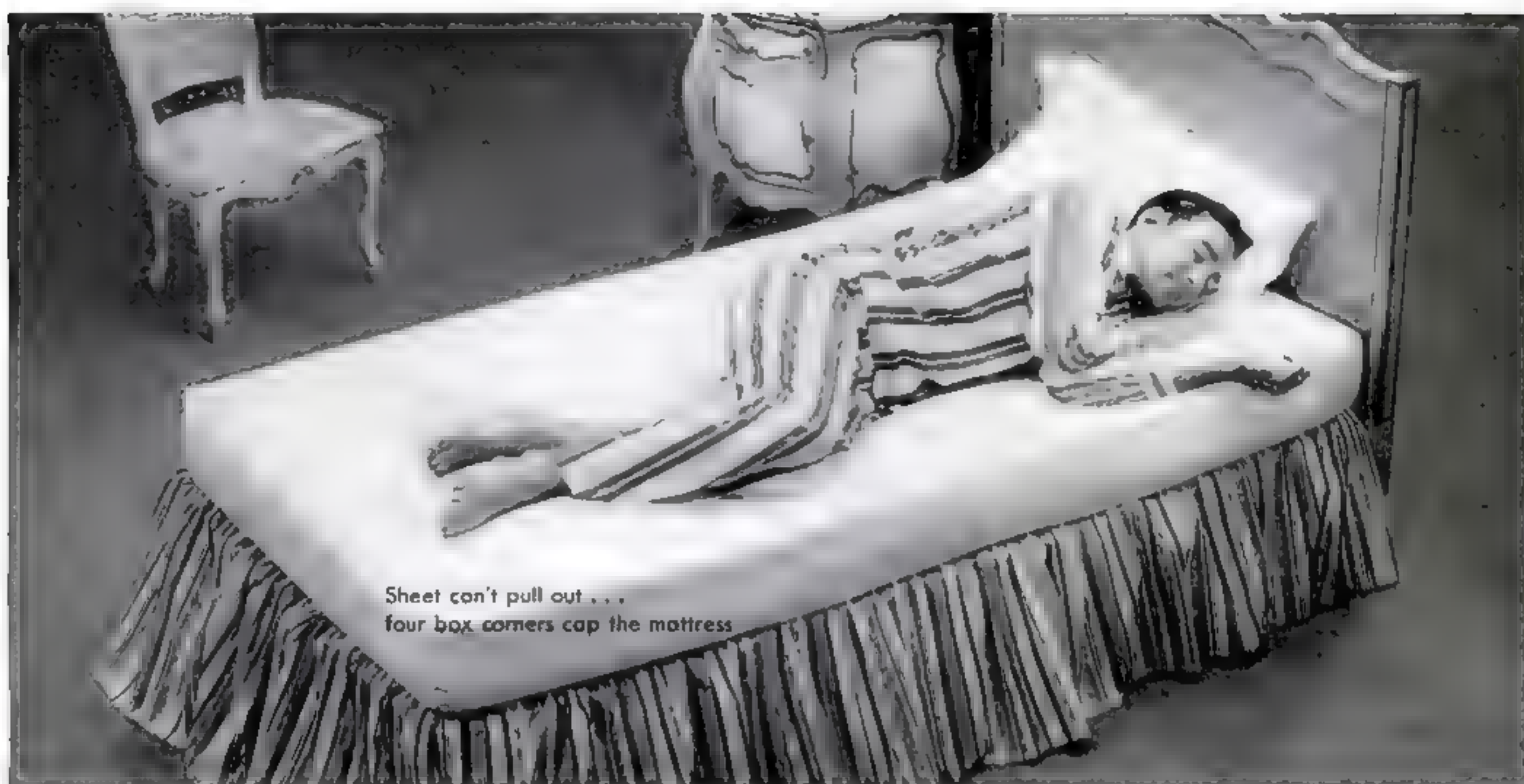


**"Stack neatly?" ... Just look!**  
Pacific Contours have "plain view" tabs that quickly tell you size... whether it's "Top" or "Bottom"



**"Fit my mattress?" ... 7 sizes!**  
For standard Twin, Double—both innerpring and foam rubber... Three-quarter, Youth, Crib beds!





Sheet can't pull out . . .  
four box corners cap the mattress

Millions now sleep better. This stay-put sheet has been comfort-tested in homes all over America. Millions have bounced, kicked, turned on it . . . and never has one single case of rumple-itis been re-

ported! The deep tuck-under in Pacific Contours . . . the precision boxed corners anchor it so firmly that pull-outs, wrinkles just can't happen. You enjoy smoother sleeping all week

# Sheet of America!



Top Sheet's "Kick-fold"  
balloons up 6 inches

Foot is anchored  
by two box corners

Millions now enjoy Kick-room. No more pinned-down toes! Pacific's exclusive "Kick-fold" gives six inches of extra stretch freedom. Top Contour® never pulls out—held by two boxed corners at the foot



Just pull up the Top Contour  
... your Pacific bed is tidy!

Kick-fold drops flat and neat

Millions now make beds faster. Housewives zip through bedmaking in  $\frac{1}{3}$  the time with Pacific Contour Tops and Bottoms. There's no retucking . . . no smoothing. And Pacific's tailoring makes bed look trimmer, too!

\*Pat. Pend. "Contour" is the registered trademark for Pacific's fitted sheets.

Everybody's changing to  
**PACIFIC Contour® SHEETS**

WRITE FOR BOOKLET. PACIFIC MILLS, DEPT. 8L, 1407 BROADWAY, N. Y. • PACIFIC CONTOUR SHEETS • PACIFIC CONTOUR CUBA SHEETS • PILLOW CASES • SUPERSORB® TOWELS • PACIFIC SILVER CLOTH



Now enjoy today's **MODERN** ...today's **NEW**

## ROYAL CROWN COLA

RC now at an all-time **LOW** in calories...

an all-time **HIGH** in taste!

Wouldn't you welcome a cola with full, rich flavor  
but one that is low in calories?

We believe you would.

Hence today's modern, today's new RC. It has the  
clean, refreshing flavor that has made it best by taste-  
test. And now it's at an all-time low in calories.

Enjoy this grand new, brand new RC today with the  
assurance that no other cola is so low in calories  
yet tastes so good.

You'll find it's the finest cola ever to grace a bottle.  
Enjoy today's modern, today's new Royal Crown Cola.  
Take home a carton or a case.

RC makes you  
feel like NEW!



an all-time low  
in calories too!







**ROSY GLOW** is cast by pink shaded lightbulbs over outdoor buffet of Jacob H. Blitzer, Hollywood, Fla. Plants are lighted by portable lamps. Lighting for dining area cost about \$200.

# All Outdoors Lit Up

NEW FIXTURES BRING DOWN THE COST OF GETTING DRAMATIC NIGHT LANDSCAPES

For years the American home seemed well equipped with outdoor lighting if it had a light over the front door and a bulb at the garage. But when people all across the U.S. began to eat and live in backyards and patios it became important to light up other outdoor areas. At first only the very wealthy could afford to spotlight their trees and shrubs. Now waterproof bulbs, heavily insulated wires and new low-priced fixtures make it practical and not necessarily expensive to light up both the outdoor dinner

table and the landscape. By illuminating the best features of the grounds and leaving the others in the dark, a place can look more impressive at night than in the day.

In most installations it is best to bury wires in the ground, but in spots where traffic is no problem, insulated wires may simply be run across the ground. Operating costs are small. For four 150-watt lights and six 60-watt lights, enough for most homes, that are kept burning for two hours every night, the year's bill would be about \$20.

CONTINUED ON NEXT PAGE





**RECTANGULAR POOL** as seen from the living room of Architect Hugo Neumaier in Houston, Texas shows how outdoor light is seen to open up a room. Light is a soft glow diffused from several different sources. Cost of pool and patio lighting was \$4,000.

**EERIE TREES** beyond the living room of John de Mott's house, designed by Philip Johnson, in Houston seem luminous when spotted by mercury-vapor lights. Five lights costing about \$150 each, installed, are set to shoot up into hanging Spanish moss.







**FREE-FORM POOL** of Dr. Paul H. Robertson in Coconut Grove, Fla., is lighted to bring out silhouettes of trees and reflections in pool. Installation, which cost \$180, includes only four permanent spotlights, one high in oak tree (left), one beamed through shrubbery, one on house to light steps, one lighting foreground.



**PATIO LIGHTS** in Major Victor Irons' house near Falls Church, Va., designed by Keyes Smith, Satterlee and Leithbridge, are new Lightcher fixtures. Two hanging spots, \$19 each, are on roof, two more on overhang. Four mushroom room lights, \$17 to \$30, are at corners of terrace. Three green-shaded spotlights shine at trees.



9500  
SKIN TESTS  
PROVE...

# Palmolive Soap Is Mildest! Better for Complexion Care

*than any Leading Toilet Soap...Floating Soap...even Cold Cream!*



Skin Specialists Agree:

**Milder Cleansing is Better for Your Complexion!**

*A mild soap means: less irritation . . . more gentle cleansing . . . softer, smoother skin. Palmolive brings you all these benefits—yes, Palmolive agrees with your skin better—because it's the mildest of them all. That's why no other leading soap or cold cream gets skin thoroughly clean as gently as Palmolive!*

*So change today to Palmolive's Beauty Plan . . . gently massage Palmolive's lather onto your skin for 60 seconds, 3 times a day. Rinse; pat dry. In 14 days or less, see if you don't have softer, smoother, brighter skin—that Schoolgirl Complexion Look! You'll find that Palmolive Soap is the mildest of them all—far better for your complexion!*



**Read the Facts—  
Reported by an Impartial Group of  
Doctors and Skin Specialists**

**Palmolive is Proved  
Far Milder than Any Other  
Leading Beauty Soap  
or Castile Soap!**



**Palmolive is Proved  
Much Milder than Leading  
White Floating Soaps  
or Deodorant Soaps!**



**Palmolive is Proved  
Even Milder than  
America's Leading  
Cold Creams!**



***PALMOLIVE SOAP HELPS YOU GUARD THAT SCHOOLGIRL COMPLEXION LOOK!***





WHILE LIGHTNING PLAYS ABOVE, SPECTATORS FLOCK TO REFRESHMENT STAND DURING INTERMISSION OF CLEVELAND'S "MUSICARNIVAL" HELD IN A TENT

## SUMMER NIGHT'S SURPRISE

Rural show business flourishes with unexpected faces in unconventional places

Photographed for LIFE by GORDON PARKS

The straw-hat theater, which really grew out of hard times 25 years ago when actors would try anything to keep eating, is now as much a part of the American summer scene as baseball. Many of the 500 summer theaters, running in all 48 states, are like May flies that flutter up and quickly die. But there is also a sturdy and more permanent group of 140 playhouses, which abide by the rules of Actors' Equity. Many of these offer established stars in established hits and, especially this season, a surprising gallery of personalities—a former

President's daughter, a prominent heiress, a septuagenarian dancer, all venturing into new pastures.

Moving off the beaten cowpath, summer theaters are also providing patrons with surprising new surroundings. The trend toward under-canvas productions of Broadway musicals resulted last month in Cleveland's handsome new circular tent (*above and next page*) which gives every spectator a head-on view of the stage. New places and new faces are all inducements for Americans to make theatergoing a summer habit.





**BARNLIKE THEATER** at Boothbay, Maine has unique policy of booking New England amateur troupes for short runs, sharing profits at summer's

end. Community group from Augusta, Maine acting *Hasty Heart* (left) succeeded high school actors from Malden, Mass. (right) who played *Conversation Piece*.



**TENT MUSICALS** are given in Cleveland's new canvas top theater, which seats some 2,000 spectators and offers standard Broadway hits. In progress

above is *Oklahoma!*, released this season for first summer theater showings, at moment when farmers sing, "Everything's up to date in Kansas City."





**LAGOON SPECTACLE**, given nightly in 8,206-seat Marine Theatre at Jones Beach, L.I., is a razzle-dazzle version of *The Arabian Nights*. It includes

a water ballet, a 70-foot whale (see cover) and this opulent final scene with 112 singers, dancers and a genie perched on crescent moon (top left).



**FARM BUILDINGS**, designed in 1899 by noted Architect Stanford White for the Vanderbilt estate at Hyde Park, were turned into a spacious new

summer theater. In courtyard actors rehearsed for their sprightly production of first American comedy ever written, *The Contrast* (1781) by Royall Tyler.





**RUTH ST. DENIS**

At the age of 74, Ruth St. Denis, who for half a century has been a renowned leader of modern dance, acted title role in *The Madwoman of Chailot*



at Chagrin Falls, Ohio. On stage, at left, she is befriending two Paris wastrels; off stage, at right, she strikes one of her familiar attitudes by a waterfall.



**LAURITZ MELCHIOR**

As sultan of Bagdad surrounded by customary admirers, Opera Star Lauritz Melchior sings nightly in *Arabian Nights*, produced by Guy Lombardo at Jones Beach (previous page). In his first stage musical, Melchior earns more than \$5,000 a week, has time between songs to fish backstage in lagoon.

## FOUR STAGE DEBUTS

All four personages on these two pages are taking their first plunge into the professional theater, even Lauritz Melchior, who has done about everything else from opera to movies to nightclubs. The others are using the summer theater to sharpen their talents in new fields. Both Dancer St. Denis and Singer Truman were well received by critics. Miss Truman sings only two songs in her romantic comedy, *Autumn Crocus*, and showed natural charm and warmth as an actress.

As a proving ground, summer theater benefits both actors and audience. This summer, along with these illustrious newcomers, audiences are seeing dozens of such well-known stars as Helen Hayes (next page). In the informal atmosphere of a summer evening, they help the theater serve its time-honored purpose as a place of conviviality and pleasure.

**GLORIA VANDERBILT**

Hoping to embark upon a stage career, the 30-year-old daughter of the late Reginald Vanderbilt and wife of Conductor Leopold Stokowski is scheduled to act at two theaters in Ferenc Molnar's play, *The Swan*. In this costume she acts a princess who falls in love with a commoner, but winds up with a prince.

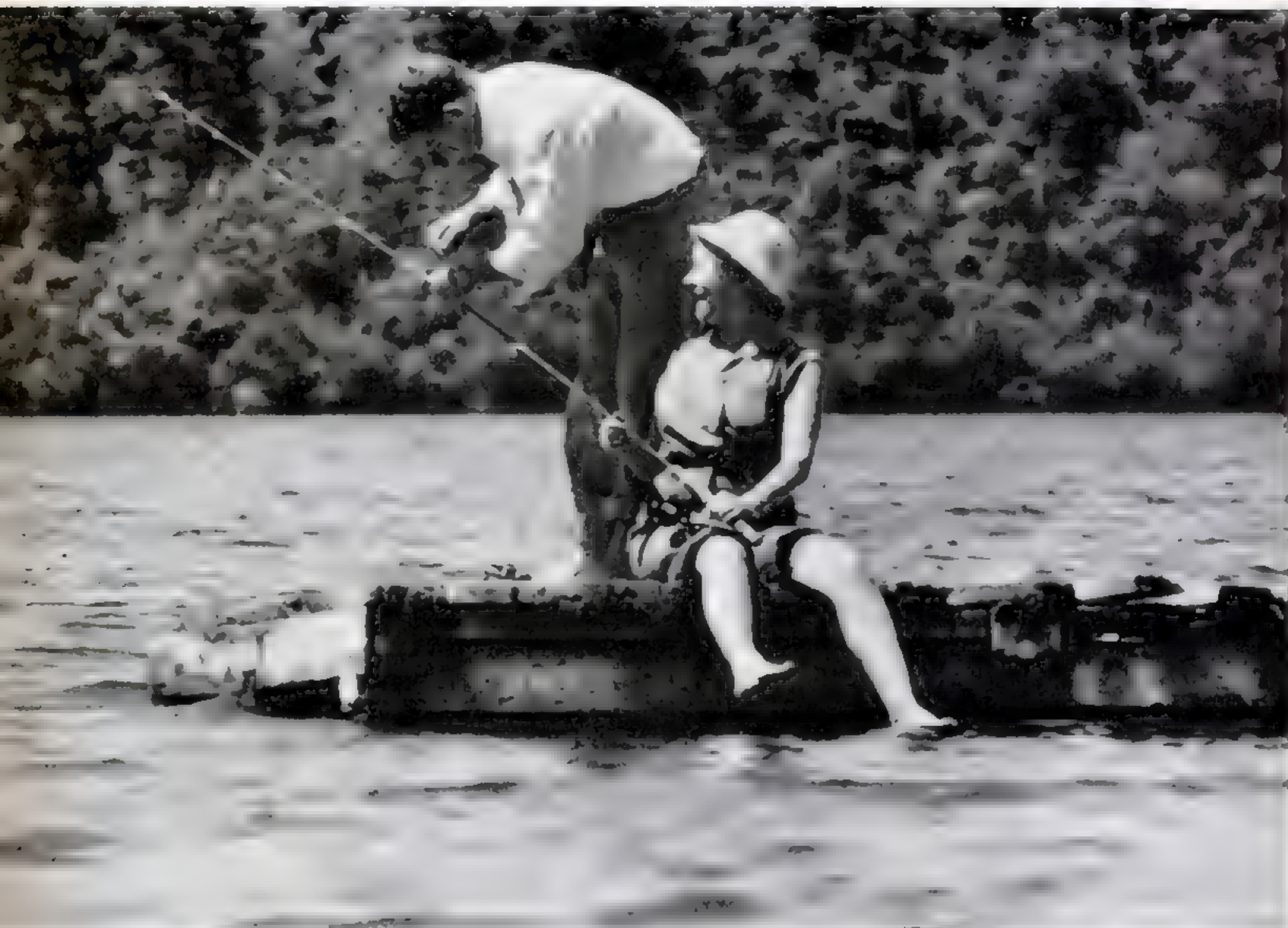




## MARGARET TRUMAN

Interrupting her recent career for her first stage role, Miss Truman is touring nine summer theaters with her own troupe of actors in *Twelve Crows*. At top, she is a dail; in center, is schoolteacher arriving at a Tyrolean inn. Below, she finally finds romance with the innkeeper (George Voskovec).





### HELEN HAYES AND SON

At Cohasset, Mass., Helen Hayes launched a four week festival of her past Broadway hits. With her at the Falmouth Playhouse is her 16-year-old son Jim, getting some stage experience as technical

assistant. Between his backstage chores, he gave his mother a fishing lesson (*top*), took her sailing (*lower left*) and acted a bit part in a crowd scene (*right foreground*) with her in *What Every Woman Knows*.







WEIRDEST SUMMER ATTRACTION:  
'ARABIAN NIGHTS' SHOW OFFERS  
ARNAUT & JANICK IN SNAKE ACT





$$\left( \frac{H+BB+HP}{AB+BB+HP} + \frac{3(TB-H)}{4AB} + \frac{R}{H+BB+HP} \right) -$$

**RICKEY EXPLAINS HIS EQUATION**, in which the first cluster of symbols stands for offense, the second for defense, and G (for game)

## GOODBY TO

'The Brain' of the game unveils formula

*As the man who guided the St. Louis Cardinals to six National League pennants and the Brooklyn Dodgers to two, Branch Rickey, currently general manager of the Pittsburgh Pirates, is considered baseball's brainiest and most successful executive. He was among the first to use such revolutionary practices as the farm system and the mass tryout camp, the first executive to see the value of using baseball statistics in putting together and running his teams. Now he has developed another approach to the game which LIFE here presents.*

**B**ASEBALL people generally are allergic to new ideas. We are slow to change. For 51 years I have judged baseball by personal observation, by considered opinion and by accepted statistical methods. But recently I have come upon a device for measuring baseball which has compelled me to put different values on some of my oldest and most cherished theories. It reveals some new and startling truths about the nature of the game. It is a means of gauging with a high degree of accuracy important factors which contribute to winning and losing baseball games. It is the most disconcerting and at the same time the most constructive thing to come into baseball in my memory.

The formula, for I so designate it, is what mathematicians call a simple, additive equation:

$$\left( \frac{H+BB+HP}{AB+BB+HP} + \frac{3(TB-H)}{4AB} + \frac{R}{H+BB+HP} \right) - \left( \frac{H}{AB} + \frac{BB+HB}{AB+BB+HB} + \frac{ER}{H+BB+HB} - \frac{SO}{5(AB+BB+HB)} - F \right) = G$$

The symbols, familiar to all baseball fans, are explained in the caption to the picture above. The part of the equation in the first parenthesis stands for a baseball team's offense. The part in the second parenthesis represents defense. The difference between the two—G, for game or games—represents a team's efficiency.

Can this bizarre mathematical device be put to any practical use? It can indeed! It can be applied to any major league club for any season or part of a season to diagnose points of weakness and strength. For example, the formula tells a strange story when applied to this year's National League pennant race. Why are the New York Giants, who trailed by 35 games last year, leading with the season more than half over?

The formula reveals that the Giants' offense until the last few weeks was not appreciably stronger than in 1953. If anything it was a shade weaker. Even with Willie Mays in the lineup the Giants were getting a few less men on base than last year, their power hitting was off a shade. These two factors were offset by a slight rise in



$$\left( \frac{H}{AB} + \frac{BB+HB}{AB+BB+HB} + \frac{ER}{H+BB+HB} - \frac{SO}{8(AB+BB+HB)} - F \right) = G$$

represents the results or efficiency of the team. In both groups H stands for hits, BB for bases on balls, AB for times at bat. In offense group HP stands

for hit by pitcher, TB for total bases, R for runs. In defense group HB stands for hit batsman, ER for earned runs, SO for strikeouts and F for fielding.

# SOME OLD BASEBALL IDEAS

that statistically disproves cherished myths and demonstrates what really wins

by **BRANCH RICKEY**

ability to get base runners home with runs. But the formula establishes that the real reason for the Giants' spectacular success this season has been pitching and the key to pitching success is the staff's ability to keep men who get on base from scoring.

The formula is designed principally to gauge and analyze performance on a team basis. But certain elements in it provide a yardstick for measuring individual talent. It can show a manager how and why certain players are helping the team and how and why others are failing. A complete understanding of the formula could influence player trades. It can cause an intelligent manager to alter some features of his tactical approach to the game.

If the baseball world is to accept this new system of analyzing the game—and eventually it will—it must first give up preconceived ideas. I had to. The formula outrages certain standards that experienced baseball people have sworn by all their lives. Runs batted in? A misleading figure. Strikeouts? I always rated them highly as a determining force in pitching. I do now. But new facts convince me that I have overrated their importance in so far as game importance is concerned. Even batting average must be reexamined.

## What Johnny Whosit hit

**T**HERE are people who pride themselves on their ability to quote what Johnny Whosit hit the year of the big flood. Among fans it is the accepted standard of excellence at bat. Why? Principally because it is easy to figure. Even the professionals lean upon it. But batting average is only a partial means of determining a man's effectiveness on offense. It neglects a major factor, the base on balls, which is reflected only negatively in the batting average (by not counting it as a time at bat). Actually walks are extremely important. Ted Williams, a student of batting values, bragged more about the 162 bases on balls he got five years ago than about his .343 batting average or his 43 home runs.

Statistics, of course, cannot tell the whole story. They fall short of bridging the gap between human expectancy and fulfillment. They cannot measure such intangibles as intelligence, courage, disposition, effort.

But somehow baseball's intangibles balance out. They reflect themselves in other ways. Over an entire season, or many seasons, individuals and teams build an accumulation of mathematical constants. A man can work with them. He can measure results and establish values. He can then construct a formula which expresses something tangible, and that is why this formula was devised.

It was a slow and tedious task. When LIFE first asked me six

months ago if the development of such a formula was possible, I expressed serious doubts. In the past little effort and almost no thought has been spent on separating the basic elements of baseball and giving them a relative value. Mr. Connie Mack was once quoted as saying that pitching was 70% of the game. My own feeling, before compiling and examining any evidence, was that pitching was at least 50% of the game. I considered it baseball's most important single department. Give me four superb starting pitchers—Christy Mathewson, Cy Young, Walter Johnson and Dizzy Dean—and I felt I could win a pennant with Humpty Dumpty at every other position. George Weiss, general manager of the New York Yankees and a man whose opinion I respect, put pitching at about 35% of the game.

What were the facts? To help assemble data that would lead to facts I brought in Allan Roth, who prepares and refines statistics for the Brooklyn Dodgers and who, in my opinion, is the top statistical specialist in baseball.

The problem had to be approached cautiously. It became apparent after several false and frustrating starts that baseball statistics were indeed puzzling. They tried men's patience. Only after reverting to bare ABC's was any progress noted. We knew, of course, that all baseball was divided into two parts—offense and defense. We concluded further that weakness or strength in either of these departments could be measured in terms of runs. Thus offense was equal to the number of runs scored by a team and defense was equal to the number of runs scored against it. It was the only practical way to figure it. These were facts.

The next step was to find out how to use them. Perhaps, by taking the runs scored per game by major league clubs over an entire season and measuring them against opponents' runs, some pattern could be determined. We compiled these figures for both major leagues for each season over the past 20 years. We got other statistics and combinations of statistics. The pile became bulky and finally overwhelming. It was obvious that it needed processing by mathematical experts.

We took the figures to mathematicians at a famous research institute. Did they know baseball? No, but that was not essential.

Their job was to take our figures and our guidance and, by the process of correlation analysis, see what relation one set of figures had to another. Was the pennant winner the club with the best pitchers or greatest batters or surest fielders? Did the finish of a season's race reflect accurately the total number of hits or runs made by a club?

After six weeks the findings came back. Among them was one which constituted a framework around which to build a formula. The mathematicians discovered that by subtracting opponents' runs from the runs scored per game by a team over a season they got a





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## BASEBALL FORMULA CONTINUED

column of figures which correlated strongly with the final standings. In the National League last year, for example, it related to the order of finish as follows:

CLUB	O (CLUB'S RUNS PER GAME)	D (OPPONENTS' RUNS PER GAME)	O MINUS D	GAMES BEHIND LEAGUE LEADER
Brooklyn	6.16	4.45	1.71	0
Milwaukee	4.70	3.75	.95	13
St. Louis	4.89	4.54	.35	22
Philadelphia	4.59	4.27	.32	22
New York	4.95	4.82	.13	35
Cincinnati	4.61	5.08	-.47	37
Chicago	4.08	5.39	-1.31	40
Pittsburgh	4.04	5.76	-1.72	55

In other words offense (which we shall refer to as O) minus defense (which we shall refer to as D) indicates the number of games a team was behind the leader. The equation:  $O - D = G$ —the condensed version of the big formula shown at the beginning of this article. It proved 96.2% accurate when applied to final major league standings over the last 20 years.

This, of course, was just the beginning. By using  $O - D = G$  as a guide it was possible to jump off into unexplored territory, testing the footing to learn where we were on solid ground and where we sank in. If we could separate the measurable component parts of offense and relate them one to another, we would have half of the formula. If we could do the same thing with defense we would have all of it.

What were the factors that went into the scoring of runs? There were a barrel of them. There was ability to get on base by any means possible. There was power, the ability to hit for extra bases rather than just singles. Then there was speed, daring on the base paths, timeliness of hitting and making the most of opportunities.

Of course there were the unmeasurable factors. In my experience probably the most important single thing in batting has been the mental attitude of the hitter going to the plate. The most gripping moment in any field of sports comes when batter faces pitcher. Batter and pitcher eye each other. Psychologically one or the other is in command before a ball is thrown. But can you measure this? Could you measure the arrogance of a Rogers Hornsby as he got ready to take his cut, Walter Johnson's utter indifference to the identity of any batsman who ever faced him?

Eyesight is another variable factor. Babe Ruth's eyes were so quick, it is said, that he could read the label of a phonograph record while it was spinning. I suppose there is a way to get an optometrist's rating on hitters' eyes, but that could not help fix a formula.

But the ability to get on base, or On Base Average, is both vital and measurable. It is determined by this:

$$\frac{\text{Hits} + \text{Bases on Balls} + \text{Hit by Pitch}}{\text{Times at Bat} + \text{Bases on Balls} + \text{Hit by Pitch}} \text{ or } \frac{H + BB + HP}{AB + BB + HP}$$

(We have added BB and HP to the bottom part of the fraction because they are not included in official times at bat in present baseball statistics.) For example, Stan Musial's OBA for last year was

$$\frac{200H + 105BB + \text{zero HP}}{593AB + 105BB + \text{zero HP}} = \frac{305}{698} \text{ or } .437$$

This means that he got on base 43.7% of the times he faced the pitcher. This is a far more significant figure than just batting average alone, which was

$$\frac{200H}{593AB} \text{ or } .337$$



**STATISTICIAN** Allan Roth of the Brooklyn Dodgers helped Mr. Rickey to work out the formula.

The virtue of this approach is that it gives a positive evaluation to walks. A few years ago Virgil Stallcup walked only six times in an entire season or once every 72 trips to the plate. Compare this to Eddie Stanky who set a league record with 148 bases on balls in one season, or once in every 4¾ appearances. Although we did not try to evaluate the base on balls statistically, I would rate it about 75% of a base hit—because a base on balls can never advance a runner more than one base and cannot advance him at all unless there is a runner on first.

The next measurable quantity is Extra Base Power. There are





**OLD PITCHING THEORY**, formerly held by many baseball men, was that with a first-rate pitching staff you could win, regardless of the effectiveness of the men playing behind them.

several ways of computing this. The conventional slugging average which most baseball people use is simply total bases over times at bat. My own formula for computing power, which I have used for years, and called "isolated power," is the number of extra bases over and above singles in relation to total number of hits. It turns out that neither of these is as reliable in determining extra base power as a formula which combines the two. This new power quotient, determined by

$$\frac{\text{Total Bases} - \text{Hits}}{\text{Times at Bat}}$$

is the percentage of extra bases per times at bat. For Stan Musial last year it came out

$$\frac{361\text{TB} - 200\text{H}}{593\text{AB}} \text{ or } .272$$

It compares with a National League average of .145 and cannot be excluded from any formula for offense.

Now that we have men on base how do we get a formula for getting them home? It must include speed, taking the extra base, stealing one occasionally, managerial savvy and timeliness of hitting. All these capabilities, unmeasurable in an individual, are reflected by one statistic which has never been used to my knowledge and which I shall call "clutch." It is simply the percentage of men who got on base who scored.

It is determined by dividing actual runs by the number of opportunities to score, or base runners.\* The method for determining this is

$$\frac{\text{Runs}}{\text{Hits} + \text{Bases on Balls} + \text{Hit by Pitch}} \text{ or } \frac{\text{R}}{\text{H} + \text{BB} + \text{HP}}$$

It shows that Brooklyn was by far the best in the big leagues in this department last year with

$$\frac{955\text{R}}{1529\text{H} + 655\text{BB} + 35\text{HP}}$$

or 43% of its base runners scoring. It is a clear reflection of the club's general efficiency. By comparison the inept St. Louis Browns scored with only 30% of its base runners.

These were the three basic, measurable ingredients for offense: on base average, extra base power and clutch. But how did they fit together? Were they all equal in importance? To find out in what proportions they did add up to runs scored we measured them against major league records for the last 20 years, seeing how one related to the other in actual offensive results. The correlation showed that OBA went hand in glove with runs scored. When one was high for a team, so was the other. Clutch was just as strong, but extra base power had a lower correlation. In relating each of

\* Exclusive of men getting on base on errors, which is not carried in the present records. Neither does it include such a rare method of getting on base as interference.

CONTINUED ON NEXT PAGE



# Here Comes the Champ!



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IT DOESN'T MATTER how you get on base—whether by a hit, a base on balls, or being hit by a pitched ball, Mr. Rickey gives all three of these methods proper weight in his formula.

## BASEBALL FORMULA CONTINUED

these ingredients to each other in the indicated proportions we had to give extra base power less importance. So offense became

$$\frac{H+BB+HP}{AB+BB+HP} + \frac{3(TB-H)}{4AB} + \frac{R}{H+BB+HP}$$

Was this the formula for offense? It was easy to find out. We went back over the record of every major league club for 20 years substituting figures from the official averages for symbols and working out totals. These totals correlated with runs per game for each club almost perfectly. The margin of error was 2%. There had been some arbitrary decisions and values adopted in putting the formula together, but checking back proved that the assumptions had been correct. Since runs scored are the final expression of offensive strength, it looked as if we had our offensive formula.

Unfortunately there was no way of applying all three of these basic factors to individuals as well as teams. Clutch was strictly a team figure. You may say that runs batted in is a partial substitute for the clutch figure, but after giving it a thorough trial we found there was still no place for RBIs in the formula. As a statistic RBIs were not only misleading but dishonest. They depended on managerial control, a hitter's position in the batting order, park dimensions and the success of his teammates in getting on base ahead of him. That left two measurable factors—on base average and power—by which to gauge the over-all offensive worth of an individual. We applied them to some of the game's greatest hitters and arrived at a rating for each.

## How the greatest hitters are rated

WHO came out as the greatest of all time? There could be only one. Babe Ruth came out head and shoulders over his closest rival. If he had not I would say without hesitation that we were on a cold trail with our formula. The ratings on the opposite page are based on composite records since 1920, the year the lively ball came into use.

I know that the order in which these hitters are rated is apt to shock some students of batting. I was shocked myself. I found it difficult to believe that only one American Leaguer among the first 25, Ted Williams, was still active. I found it equally difficult to believe that the National League still has four going strong—Kiner, Campanella, Musial and Robinson. Admittedly there were discrepancies in the ratings, partly due to park dimensions.

The list shows some great batters high in OBA and low in power. It is unfair to great performers like Tris Speaker and Ty Cobb, and it does not even include George Sisler, one of baseball's best batsmen, since some of their best years came before 1920 in the era of the dead ball. Cobb deserves to be higher because he beat you with more than his bat. He stole more bases per season than an entire team does today—and stolen bases are not included in the above table. He beat you with brains, aggressiveness and



# GREATEST HITTERS SINCE 1920

BATTER	ON BASE AVERAGE	EXTRA BASE POWER	BATTING RATING
1 Babe Ruth	.481	.271	.752
2 Ted Williams	.484	.218	.702
3 Lou Gehrig	.447	.219	.666
4 Jimmy Foxx	.429	.213	.642
5 Rogers Hornsby	.449	.185	.634
6 Hank Greenberg	.412	.219	.631
7 Ralph Kiner	.404	.212	.616
8 Stan Musial	.432	.177	.609
9 Joe DiMaggio	.398	.191	.589
10 Mel Ott	.414	.172	.586
11 Charlie Keller	.410	.174	.584
12 John Mize	.397	.187	.584
13 Harry Heilmann	.431	.148	.579
14 Tris Speaker	.441	.135	.576
15 Mack Wilson	.395	.178	.573
16 Ken Williams	.400	.168	.568
17 Earl Averill	.395	.162	.557
18 Ray Campanella	.375	.178	.553
19 Lefty O'Doul	.413	.139	.552
20 Bob Johnson	.393	.157	.550
21 Chuck Klein	.379	.167	.546
22 Dolph Camilli	.382	.161	.543
23 Ty Cobb	.431	.111	.542
24 Jackie Robinson	.414	.125	.539
25 Tommy Henrich	.382	.157	.539

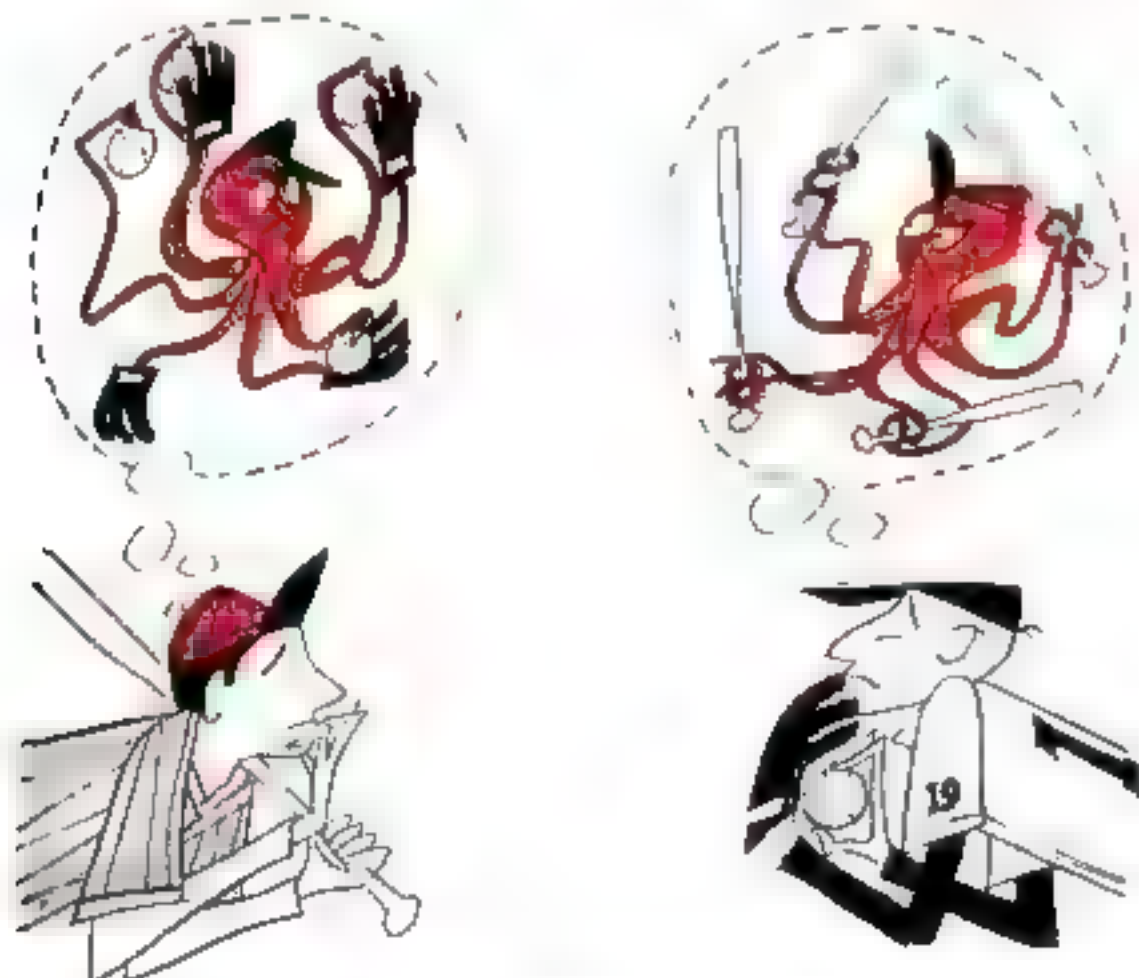
opportunities, all the things that show up in clutch which we cannot estimate for an individual player. When Cobb got on base his very presence there upset the pitcher. It caused the infield to make errors it would not otherwise make. Jackie Robinson of Brooklyn has the same nuisance value to a lesser degree today, and as a runner on third base he has no equal.

Now that we had the formula for offense under control, what about defense? There were two factors involved, pitching and fielding, and only one of them—pitching—was measurable on either a team or individual basis. There is nothing on earth anybody can do with fielding.

Fielding averages? Utterly worthless as a yardstick. They are not only misleading but deceiving. Take Zeke Bonura, the old White Sox first baseman, generally regarded as a poor fielder. The fielding averages showed that he led the American League in fielding for three years. Why? Zeke had "good hands"! Anything he reached, he held. Result: an absence of errors. But he was also slow moving and did not cover much territory. Balls that a quicker man may have fielded went for base hits, but the fielding averages do not reflect this.

Fielding then cannot be measured, although it must be admitted that, all other things being equal, it could be the difference between winning or losing four of five games or mean the run that wins the big game. But application of the formula to 20 years of statistics shows fielding to be worth only about one half as much as pitching or about 15%. No team would have an aggregate fielding efficiency of 1.000. So the variation within the 15% between the best fielding team and the worst would be only a few percentage

CONTINUED ON NEXT PAGE



**MENTAL DUEL** of batter versus pitcher, says Mr. Rickey, is one of the tensest situations in any sport but one which unfortunately cannot be statistically evaluated for use in his formula.

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**MISLEADING FIELDING AVERAGE** can be compiled by a sluggish player too slow to get near hard ones. Other players make more errors, but they also try harder and cut off more hits.

#### BASEBALL FORMULA CONTINUED

points and does not destroy the general validity of the formula.

But pitching! There's something a man can get his teeth into. If there is any one phase of the game on which I might consider myself an expert it is pitching. Poise, control and stuff are three important assets possessed by great pitchers. And what about his skills? What can he make a baseball do? Does one count for more than another?

#### Walter Johnson and Preacher Roe

**T**HERE have been pitchers who have gotten by without one or the other of these basic requirements, but they would have been exceptions in any league and they are not the best. I doubt if Walter Johnson ever gave a thought to pitching to spots, the stock in trade of current pitchers. He just wound up and fired. If you have a strong back and a buggy-whip arm you don't have to think. Preacher Roe, Brooklyn's oldest and most artful pitcher of recent years, is the other extreme. Roe doesn't have much speed, but he has variety. He has control and poise. He sets batters up to swing at a certain pitch. He keeps them off balance and guessing.

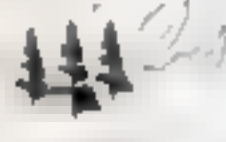
Whatever combination of these three qualities a pitcher has, the total is reflected by one standard—Earned Run Average. This is the number of runs, exclusive of those made because of errors, that are chargeable to a pitcher. There have been attempts to substitute for ERA, but none of them has been convincing or successful. We add nothing new to ERA in our formula. But we do learn a good deal by breaking it down. The illuminating chart on the opposite page, which compares lifetime records of eight great ERA pitchers in baseball today, is an example. It presents a comprehensive picture of pitching equipment divided into specific categories.

Some features of these figures gave me a great surprise. They showed me that the difference between a great pitcher and a run-of-the-mill thrower is astoundingly slight. The great ones allow only two less men to reach first base per nine innings. More surprising still, I found that the ability to strike batters out was not a determinant of good pitching in the real sense. As you can see, Eddie Lopat fell below average in this department and Robin Roberts was not far above average. The strikeout kings like Bob Feller and Hal Newhouser were not strong in the bases-on-balls column.

It turned out too that strikeouts had an extremely low correlation figure when measured against earned run average. All right, if strikeouts were not important in the over-all scheme of pitching, what was? The evidence showed that hits allowed and walks given up were strong determinants. So was keeping base runners from scoring. Among the great pitchers, weakness in any of these departments had to be compensated by strength in another. If Mike Garcia put a goodly number of men on base, he compensated by not allowing many to score. If Robin Roberts allowed a larger

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percentage to score, he compensated with an exceptionally low bases-on-balls record which kept his men-on-base average down.

The problem was to put these variables together in a pattern which would add up to the final expression of pitching strength as interpreted in earned run average. We finally got one. In effect it was roughly the reverse of the formula for offense. First there was percentage of hits allowed or the batting average against a pitcher. It is determined simply by dividing hits by the number of times at bat or

$$\frac{\text{Hits}}{\text{At Bats}}$$

If all pitchers in the American League had been as effective as Billy Pierce of the Chicago White Sox last season, the batting average of the league would have been a lowly .218, for that was the batting average against him. Pierce's totals were

$$\frac{216H}{993AB}$$

To the batting average against a pitcher we added the percentage of men who got on base because of walks and hit batsmen, or

$$\frac{\text{Bases on Balls} + \text{Hit Batsmen}}{\text{At Bat} + \text{Bases on Ball} + \text{Hit Batsmen}}$$

This was a means of measuring control. The great control artists such as Lopat walked only one batter out of every 20 or 25 that faced them last season. Lopat's figure was

$$\frac{32BB + 4HB}{677AB + 32BB + 4HB} \text{ or } .050$$

We came then to the clutch figure for pitching, the percentage of base runners scoring earned runs. The method of calculating was

$$\frac{\text{Earned Runs}}{\text{Hits} + \text{Bases on Balls} + \text{Hit Batsmen}}$$

A good figure in this department was the principal reason why Ed Ford of the Yankees had an excellent earned run average last year. He was the most effective clutch pitcher in the American League with

$$\frac{69ER}{187H + 110BB + 4HB}$$

He allowed only 22.9% of the men who got on base against him to score. The average for the league was 31%.

It turned out that hits allowed, walks allowed and clutches were of equal importance. But not strikeouts. After examining all the evidence, I was forced to admit, and I did so grudgingly, that strikeouts contributed nothing more to the end result than pop fouls caught by the catcher. After all, they were just another means of getting men out. On the basis of statistics we valued the strikeouts at one eighth of the other three more vital factors and got a pitching formula which read

$$\frac{H}{AB} + \frac{BB + HB}{AB + BB + HB} + \frac{ER}{H + BB + HB} + \frac{SO}{8(AB + BB + HB)}$$

It contains all the measurable components of pitching. The result correlates with ERA to a high degree, the margin of error being little more than 2%. As with ERA the lower the figure, the more effective the pitcher. It worked as well last year as it did five years ago and when applied to the averages, since 1920, of the 12 great pitchers listed on the next page it was just as reliable.

We now have an instrument for determining the value of elements which go into the two basic departments of baseball. We can examine with sharper insight the performance of a team or individual over a given period. This knowledge can be used to detect flaws that would not otherwise be noted, to give a proper balance to baseball forces, to rearrange batting orders intelligently, to pinpoint problems in pitching. Although the formula gives a compre-

CONTINUED ON NEXT PAGE

#### TODAY'S TOP PITCHERS, BASED ON ERA

PITCHER	ERA	PER NINE INNINGS				PERCENT OF BASE RUNNERS SCORING EARNED RUNS
		HITS ALLOWED	WALKS AND HIT BATSMEN	MEN PUT ON BASE	STRIKE-OUTS	
Average Pitcher	3.89	8.99	3.85	12.84	3.77	30.3%
Warren Spahn	2.92	7.94	2.81	10.75	4.80	27.2
Mike Garcia	2.97	8.63	3.04	11.67	4.32	25.4
Robin Roberts	2.99	8.40	2.18	10.58	4.30	28.2
Sal Maglie	3.02	8.08	3.23	11.31	4.42	26.7
Hal Newhouser	3.07	8.07	3.81	11.88	5.41	25.8
Eddie Lopat	3.14	8.93	2.64	11.57	3.25	27.1
Bob Lemon	3.15	7.77	4.31	12.09	4.18	26.1
Bob Feller	3.23	7.64	4.38	12.02	6.29	26.9



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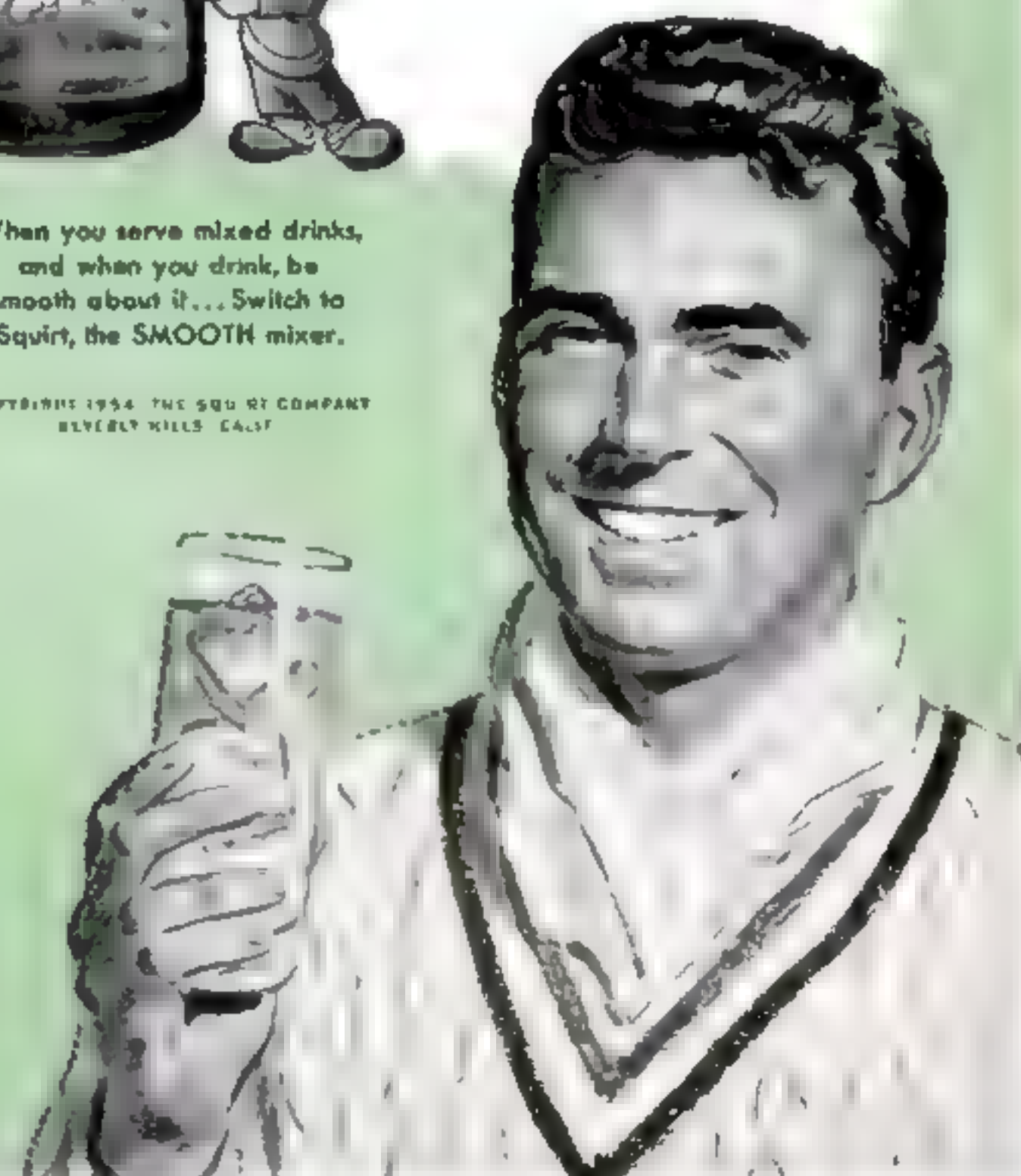
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# Who will write on **golf** for SPORTS ILLUSTRATED?



**H**IS name is Herbert Warren Wind. He has written three books on golf, "The Story of American Golf", "Thirty Years of Championship Golf" (co-authored with Gene Sarazen), and the forthcoming "The Complete Golfer", an anthology—and now he will be writing a column on golf for SPORTS ILLUSTRATED.

**H**ERE is a passage from "The Story of American Golf", the definitive book on the subject:

"The first golfer was a shepherd—place him on a hillside in Greece, Palestine, or Scotland, as suits your taste—who was bored with his work. He started to swing his crook at stones, just to give himself something to do, and then, purely by accident, one of the stones disappeared into a hole and a strange tingling sensation raced up and down the shepherd's spine."

**H**E asked us not to mention it—but once, stirred up by colleagues who thought he played the game too slowly, he played 18 holes in 39 minutes and 10 seconds—and 89 strokes. It's a world's record, but Herb Wind doesn't think it has much to do with golf. There's a right way to play golf and a wrong way. This, he thinks, is the right way to prepare for the 4-minute mile. Nevertheless—18 holes, 39 minutes, 89 strokes.

**A**T Brockton (Mass.) High he was a broad jumper, at Yale he played basketball, and when he was at Cambridge, naturally, he played rugby.

**H**E got to the first round of the British Amateur in 1950. But he usually forgets to add that it was a Walker Cup player who put him out, 3 and 1.

**F**OR a while during the war he was commanding officer of an airfield in China behind the Japanese lines. He played golf in that country and later, during the occupation, in Japan. In fact, Africa and Antarctica are the only continents he has never played golf on.

**W**E think he is the best golf writer in captivity.

# SPORTS

ILLUSTRATED

First issue out August 16th

## GREATEST PITCHERS SINCE 1920

PITCHER	H AB	BB AB+BB+HB	ER H+BB+HB	SO 8(AB+BB+HB)	PITCHING RATING	ERA
Carl Hubbell	.251	.053	.280	.014	.570	2.98
Dizzy Dean	.253	.060	.276	.018	.571	3.03
Lefty Grove	.254	.075	.267	.017	.579	3.09
Grover Alexander	.273	.038	.285	.008	.588	3.09
Dozzy Vance	.254	.076	.286	.021	.595	3.22
Dutch Leonard	.265	.060	.284	.011	.598	3.25
Bucky Walters	.254	.090	.274	.011	.607	3.30
Walter Johnson	.256	.080	.286	.015	.607	3.33
Lefty Gomez	.243	.105	.273	.017	.604	3.34
Paul Derringer	.272	.052	.298	.012	.610	3.46
Fred Fitzsimmons	.272	.067	.298	.008	.629	3.51
Ted Lyons	.275	.066	.301	.008	.634	3.67

## BASEBALL FORMULA CONTINUED

hensive diagnosis of teams and players, it has limitations. It cannot predict the performance of a team on any given day or in any brief series because players have good and bad days. Nor can it foresee with accuracy the outcome of a pennant race because players do not always live up to past performances. But the formula is a valuable tool for analysis and just think of what it will do in those hot-stove league arguments.

There was one more important step to take. We had formulas for offense and defense, and we knew the difference between them was very close to the order of finish in the league standings. But were offense and defense of equal value in determining the final result? Through the years I have felt, along with the rest of baseball's old guard, that defense was infinitely more important than offense. Once again I was faced by facts and forced to reverse my way of thinking. The figures showed that offense has gradually taken over the game and has become more important in winning pennants than defense. For the last 10 years in both major leagues the ratio of importance for pennant winners was 54% for offense and 46% for defense, with pitching about 30% of the game.

When George Sisler, the great oldtime first baseman and author of *Sisler on Baseball*, first saw the figures his reaction was one of bewilderment. "I still don't believe it," he said. "But there it is." And there it was, cold and irrefutable. Brooklyn, which ran away with the National League race last season, won with offense. It scored 6.16 runs per game or 1.41 more than the average for the league. But on defense, with 4.45 runs per game scored by opponents, it was only .31 better than average. Milwaukee was the stand-out on defense last season, allowing only 3.75 runs per game, but its offense was too weak to make up the difference.

Year by year the pendulum has swung back and forth between offense and defense. Defense won for the Boston Braves in 1948 and for the Philadelphia Phillies in 1950. In the American League where the New York Yankees have been on top for five straight years, they won with a preponderance of offense three times and with defense the other two. But mathematical calculation shows offense clearly in command over the past decade.

Had it always been thus? Not by any means. In the old days defense was clearly dominant. The evidence simply pointed up how violently the game had changed. I can even name the year that the great change commenced. Anyone can. It was 1920, the year the hopped-up ball with the rubber-cushioned cork center and tighter-wound Australian wool came into use and the year that Babe slammed 54 home runs after having hit only 29 the year before.

That started it. Ruth revealed that the home run was good box office. Coincidentally the rules of the game were changed. Spitballs and trick deliveries were outlawed to lessen the effectiveness of pitchers. Fences were here and there moved in toward home plate to put them within range of more hitters. The stolen base deteriorated as an effective tactic. Pitchers in order to cope with the increased scoring violated the balk rule and still continue to violate it with umpires making almost no effort to enforce it. The pattern of the great change could almost be plotted by the constant shrinkage in stolen bases and the steady upward surge of the homer. At its extremes it was as follows:

Year	Stolen Bases	Home Runs
1911	3,394	507
1953	668	2,076

Everybody in baseball was aware that the complexion of the game was shifting. But few of them stopped to ponder how it affected the game's basic metabolism. The change was slower in the National League than in the American. The National League was

CONTINUED ON PAGE 33

## MORE MEN SMOKE



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help to give split-second maneuverability.

Actually, today, essential B-W parts are included in 90% of U. S. military planes and in every type of commercial plane. "Design it better—make it better" is the Borg-Warner standard in everything. Making this possible are B-W's broad engineering skills and large-scale production facilities. When a plane flies faster, farther or higher—chances are Borg-Warner had a hand in it.

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## BASEBALL FORMULA CONTINUED

still a "pitchers' league" until after World War II, with teams still playing for one run, and the records disclose that as recently as the period from 1934 to 1943 defense was still dominant in the National League. It predominated over offense by 60-40. The offense caught up with the defense in the National League and pushed ahead, just as it did in the American League more than a quarter of a century ago.

The formula, applied to the stars in both leagues this season, discloses that baseball's big bats are mostly in the National League. In the recent All Star game in Cleveland the lineup for the National League outweighed that of the American, according to the formula, in both hitting and pitching.

The National League, whose top batter was Brooklyn's Duke Snider, had five men with a combined on base average and power rating above .600. The big five were Snider (.701), Willie Mays (.686), Stan Musial (.677), Gil Hodges (.623) and Ted Kluszewski (.621). The American League had only two—Ted Williams (.733) and Mickey Mantle (.600)—and the average for all American League All Star hitters was .525 compared to the National League's .551. In pitching the National League had the edge .557 to .575.

On cold dope the National League should have won instead of losing. But if these two squads played 154 games the formula says it would have been a different story. One game is too short a test, especially one like the All Star game which is an exhibition and not a blood-letting contest for league supremacy. Even so, this one might have had a different outcome if the umpires had seen Stone balk and had called the balk rule properly on Virgil Trucks. Failure to call a balk when Red Schoendienst tried to steal home in the eighth inning was crucial. Instead of being a run for the National League it was the third out. The Nationals lost, upsetting both the form and the formula, but that detracts not one whit from the formula's potency.

Now that I believe in this formula, I intend to use it as sensibly as I can in building my Pittsburgh club into a pennant contender. What is wrong with the Pirates? The formula opened my eyes to the fact that the Pirates' OBA is almost as high as that of the league-leading New York Giants. We get plenty of men on base. But they stay there! Our clutch figure is pathetically low, only .277 compared to New York's .397.

This could give reason for a change in the batting order, a closer grouping in the batting order of the club's high OBA hitters. We have to get hitters who can raise the clutch figure. Where are they going to come from? We may have them on the farm team in Hollywood or New Orleans or Denver. My purpose is to raise a crop of players and this thing puts a hoe in my hands and my scouts must indeed use their eyes to find more power for clutch.

This study has been a series of surprises to me. I repeat: baseball people—and that includes myself—are slow to change and accept new ideas. I remember that it took years to persuade them to put numbers on uniforms. I know a manager who still believes that iodine is the panacea for sliding burns. It is the hardest thing in the world to get big league baseball to change anything—even spikes on a pair of shoes. But they will accept this new interpretation of baseball statistics eventually. They are bound to.



APPLYING THE FORMULA to their favorite players, experts as well as fans will discover, as Mr. Rickey did, that they will have to revise a lot of their most cherished ideas about their idols.

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# What happens when



WHEN the May 3rd, 1954 issue of LIFE hit Syracuse, this is what happened to Jonah R. Shapiro (left), owner of the Syracuse Stamp & Coin Company:

"Literally hundreds of people came into my store after reading the story on stamp collecting in LIFE. Some were old customers, but many were new enthusiasts who had never thought of stamps as a hobby before LIFE gave them the idea. They saw in stamp collecting not only diversion for themselves, but an exciting new educational interest for their children. Business was brisk, thanks to LIFE."

Week after week, LIFE has the same kind of personal effect on the people of Syracuse. It affects not only the way they live and enjoy life, but also the way they buy and sell goods. On these pages are some other reactions of Syracusans to LIFE . . . of an editor and a sculptor, of a photographer and a physician, of businessmen big and small.

When you read what they say, you begin to understand why LIFE is read in so many households in Syracuse and in 3 out of 5 in America.\* You realize that to people in Syracuse, as to people in every city, town and village in America, LIFE has a profoundly personal meaning . . . an intimate bond no other magazine has with its readers.

\*Source: *A Study of the Household Accumulative Audience of LIFE* (1952), by Alfred Politz Research, Inc. (A LIFE-reading household is one in which any member aged 20 and over has read one or more of 13 issues.)

"LIFE shows a new fashion and, almost overnight, it becomes a 'must' for women here!" T. W. Smith, president of The Addis Company. LIFE readers are best customers for all kinds of goods. For LIFE is read in 3 out of 4 households with annual incomes over \$3000, in about 5 out of 6 households with incomes over \$7000.\*

"LIFE showed my picture, and for weeks my telephone buzzed and my mail was flooded with messages of congratulations on my being in LIFE!" Photographer Sherin Sable.

"LIFE pre-sells products so well that we find our sales benefit greatly by tying in with LIFE at point of sale." J. P. Fitzgibbons, pres. of Dey Bros. & Co., member of Allied Stores.

"LIFE's diversified coverage of factors affecting American business contributes to the better understanding of our economy." F. W. Barker, president of Syracuse Savings Bank.



"LIFE's articles on how citizens all work together to strengthen their communities have interested thousands here in civic doings." Mrs. Melanie A. Kreuzer, president of Syracuse Common Council.





# LIFE

## hits SYRACUSE ?



"LIFE helps me. When I was teaching medicine, I referred my students to medical articles in LIFE to enlarge their horizons." Dr. Edward C. Reifenshtein, Arents Medal winner for Excellence in Medicine.



"LIFE contributes greatly to our success. That's why we invest more advertising dollars in LIFE than in any other medium." Mr. R. A. Pond, pres. of the A.H. Pond Co., makers of Keepsake Rings.



"LIFE does a job of reporting in depth that is a welcome journalistic challenge." Alexander F. "Casey" Jones, editor of Syracuse Herald-Journal. LIFE is read in 95% of all U.S. households headed by professional and semi-professional people."



"LIFE's stories on color television aid public understanding of our work here." Dr. W. R. G. Baker, v. p. of General Electric's Electronics Division.



"LIFE's picture of my husband's waterproof harp appeared almost 6 years ago, yet I still hear comments about it. It was so dramatic a picture that anyone would remember it." Mrs. Melville Clark.



"LIFE has long been a major influence in the mass market which the air conditioning industry is now entering. Naturally, we advertise in LIFE." Cloud Wampler, pres. of Carrier Corporation.



"LIFE's school plan is being used by a village near Syracuse for a new group of buildings to help eliminate overcrowded classrooms." Mrs. J. O. Ochsner, pres. of Onondaga PTA County Council.



"LIFE has enhanced people's appreciation here of famous masterpieces and deepened interest in the work of Syracuse's contemporary artists. LIFE is truly a champion of all art." Sculptor Ivan Meastrovic.

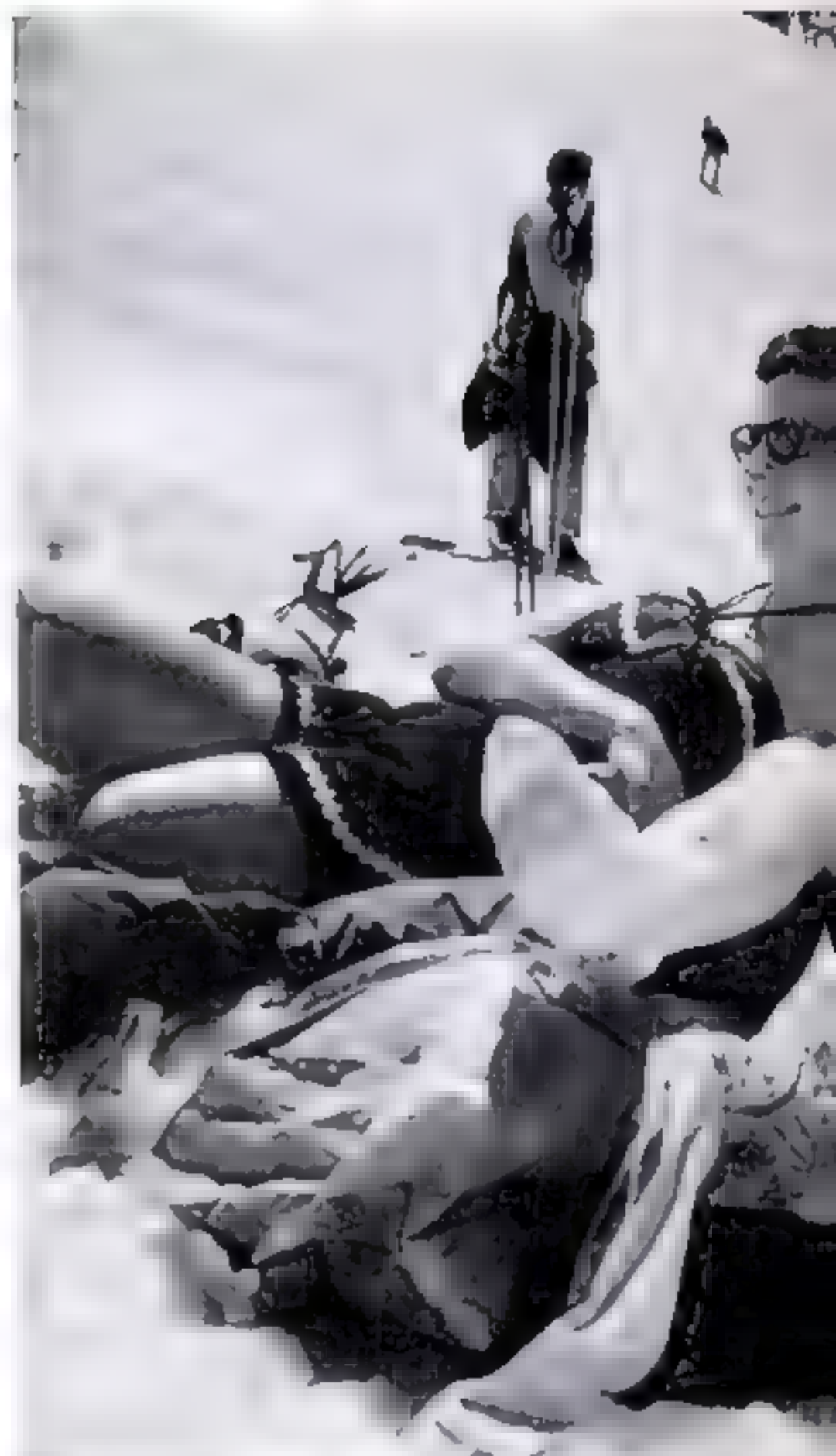
LIFE, 9 Rockefeller Plaza, New York 20, New York





**HITTING THE SLUSH.** Tom Currie passes fallen skier in slide which carries him 25 feet across pool.

**FLAILING THE AIR** with his ski poles, a bare-chested skidunker desperately tries to keep balance.



**SUN-BATHING SPECTATORS,** INCLUDING GIRLS

## *Summer Skiers Schuss into Slush*







WITH LEGS IN CASTS FROM EARLIER SKI JAUNTS, ENJOY SLALOM EVENTS

The wildest ski weekend of the year on Mt. Baker, one of Washington's well-known ski resorts, comes not in midwinter but near midsummer when diehard skiers from all over the West Coast collect for a last fling in the snow. On the hard-packed, sun-drenched slopes they picnic, crown a ski queen (right) and compete in the serious jumps and races which, each July, bring the nine-month season to an official close. But for some of the skiers this is just a start. Racing downhill toward a slush-filled lake lying at the bottom of a 40° slope, they hit the ice water at 30 mph, kick up a cloud of spray and try to slither across to the other side. A few make it with only wet feet, but most get a bone-chilling plunge into hip-deep water. Then, after diving for lost ski poles and car keys, they struggle out with chattering teeth, content to wind up one more season with a splash.



SKI QUEEN June Svedin, chosen by local residents before the meet began, avoided hazards of skiing into slush. Her main job was to kiss all race winners.



SITTING IN SLUSH, Anne Ryan, the first girl to try ski-dunking, catches her breath after an unsuccessful run. She tried a second time, but did not get across.



DRAGGING CROSSED SKIS, Ronald Limbacher, who almost made it across the pool, clings to dry snow at far edge as he begins difficult task of climbing out.





## HANGED ROBIN, FUTILE RESCUER

The urgent chattering of the robin flying around the power line in Dayton, Ohio sounded at first as if it were a warning against a menacing cat. But there was far worse trouble for the bird. The female robin had been carrying a piece of string in her beak, probably intending to use it to reinforce the nest, when by accident she caught it in the 50-foot-high wires. She hung helplessly, the string wound around her neck. Her mate, unable

to dislodge her by plucking at the string, thought he might save her by flapping his wings to knock her down. All day long he fluttered frantically back and forth, beating against the imprisoned bird. Toward evening someone called the photographer who made this picture of the now-dead bird and its unsuccessful rescuer. In the morning the male robin was gone and a boy climbed up, cut the bird loose and gave it a proper burial.





Black pearls make this  
Mexican oyster bed a

## ← TREASURE TROVE



**1** "You work under pressure in more ways than one when you skin-dive for pearls off Baja California, in Mexico. Even at a 'shallow' 3 fathoms, the pressure on your ears is something fierce. And your lungs feel ready to burst after 40 seconds below," writes William Paar, an American friend of Canadian Club. "If you're lucky, as I was, the Gulf of California pays you well for your efforts."



**2** "Black beauty! The pearl I found, called a 'black' pearl though it's actually gun-metal gray, popped the eyes of my Mexican friends in Las Cruces. 'A real find, Señor,' they said. It would fetch a couple of thousand Yankee dollars back home."

**5** "When the world is your oyster, you look forward to finding Canadian Club wherever you travel. And if my experience is any indication, you're seldom disappointed."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon.



**3** "A fortune in matched pearls proved that Mexican pearl-diving is profitable. Natives dive as deep as 10 fathoms to snare pearls from the flat sandy bottom of the Gulf. One lustrous gem satisfied me. For even though a necklace may be worth over \$20,000, the diver himself gets little."

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long... in cocktails before dinner and tall ones afterward. There is *one* and *only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.



**4** "The Spanish conquistador Hernando Cortez landed here at Las Cruces looking for gold. He overlooked the pearls—and he never found anything like Canadian Club!"



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